AUGUST 18, 1947 PRICE 20 CENTS

BROADCASTING

The Weekly Newsmagazine of Radio

TELECASTING

WOR sells everything mutual

…SEMENTS

…oadway & 50th St. Enterprises, Inc.
…isades Amusement Park
…amount Pictures, Inc.
…the Industries
…O Radio Pictures, Inc.
…public Pictures Corporation
…ngling Bros. & Barnum & Bailey
…y Rogers Circus
…lect Theatres Corporation
…lznick Releasing Organization
…eatre Guild, Inc.
…entieth Century-Fox Film Corp.
…ited Artists Corporation
…iversal Pictures Corporation
…niversal-International Pictures, Inc.

…TOMOBILES

…rysler Corporation
…neral Motors Corporation
…tudebaker Corporation

…VERAGES

…sceglia Brothers Wine Corp.
…hn Eichler Brewing Company
…mbarelli and Davitto
…rrett & Company, Inc.
…Boheme Vineyards Co.
…tri Wine Company
…bsam and Horman Brewing Co.
…ppert Brewery, Jacob
…ara Products Company

…OTHING AND APPAREL (by mfrs.)

…li Brassiere Company, Inc.
…rbizon Corporation
…njamin and Johnes, Inc.
…ter-Rolnick Hat Company
…n River Mills, Inc.
…-ee's Foundations Inc.
…rwitz & Duberman
…ternational Expositions, Inc.
…sh, Inc.
…inbreaker Company
…ardust, Inc.
…imount Clothing Company
…n Raalte Company, Inc.

…NFECTIONS AND SOFT DRINKS

…mend Company, Fred W.
…merican Chicle Company
…ech-Nut Packing Company
…ich Company, Paul F.
…rden Company,
…Pioneer Brands Div. of, The
…eyer Ice Cream Company
…ca-Cola Company, The
…lonial House Candies
…omix Products, Inc.
…rsch Beverages, Inc.
… & M. Ltd.
…arlon Confectionery Co., The
…psi-Cola Company
…ter Paul, Inc.
…iladelphia Dairy Products Co
…anters Nut & Chocolate Co.

CONFECTIONS AND SOFT DRINKS (Cont'd)

Rockwood and Company
Louis Sherry, Inc.
Sweets Company of America
Williamson Candy Company

DRUGS AND PHARMACEUTICALS

Alkine Company
…. C. Ribbing Company
…ggs Company, C. A.
…ston-Myers Company
…nsolidated Royal Chemical Corp.
Dolcin Corporation
…verson Drug Company
…-Lac, Inc.
…ster-Milburn Company
…rove Laboratories, Inc.
…uden, Inc.
…iles Laboratories, Inc.
…iurine Company, Inc.
Musterole Company
Noxzema Chemical Company
Pharmaco, Inc.
Plough Inc.
…pular Home Products, Inc.
Royce Chemical Company
Seeger Industrade, Inc.
Servitap Company
…mith Brothers
…ycle Chemical Company
…ritchard Pharmaceutical Company

FOODSTUFFS

…llen Company, W. …
Angostura Wuppermann Company
Arnold and Aborn
Beardsley's Sons, J. W.
Beatrice Foods Company
Best Foods, Inc.
Buitoni Products, Inc.
College Inn Food Products Co.
Continental Baking Corporation
Deep Pack Baking Company
Dugan Bros. of New Jersey Inc.
…. Eisenlohr & Co. Inc.
Fisher Baking Company
Florida Citrus Exchange
Friend Brothers, Inc.
Fruit Dust Preventing Company
General Baking Company
General Foods Corporation
Goodman & Sons, Inc., A.
Grass Noodle Company
Hanscom Baking Corporation
Hawaiian Pineapple Company, Ltd.
Heller Bros. Company, Inc.
Hershel California Fruit Products Co.
Hills Brothers
House of Delicacies
International Laboratories, Inc.
Kellogg Company
Lipton Company, Thomas J.
Maggi Company, Inc.
Maltex Company, Inc.
Maxson Food System, Inc.
Megowen Educator Food Company
Minnesota Valley Canning Company
Mueller Company, C. P.

FOODSTUFFS (Cont'd)

National Biscuit Co.
Nestle Milk Products, Inc.
Penick & Ford, Ltd.
Phillips Packing Company
Pratt's Frozen Foods
Pure Food Company, The
Purity Bakeries Service Corp.
Quaker Oats Company
Ralston Purina Company
Converted Rice, Inc.
Richmond-Chase Company
Ritter and Sussman
Ritter Company, P. J.
Seeman Brothers
Sheffield Farms Company
Six O'Clock Foods, Inc.
Spare Way Food Products
Standard Brands Inc.
Stahl-Meyer, Inc.
Taylor-Reed Corporation
TreeSweet Products Co.
United Fruit Company
Venice Maid Company
P. G. Vogt & Sons
Wander Company, The
Ward Baking Company

GAS, OIL AND ACCESSORIES

Richfield Oil Corp. of N. Y.
Sinclair Refining Company
Tide Water Oil Company

HOUSEHOLD EQUIPMENT AND FURNISHINGS

General Electric Company
Keystone Varnish Company
Noma Electric Company
Olson Company, The
Sapolin Company, The
Sealy Mattress Company
Thilmany Inc., Richard E.
Thayer Slip Cover Company
Vita Var Corporation
Washington Upholstering and Furniture Company

INSURANCE AND FINANCIAL

Chase National Bank
Commercial Credit Company
Merrill, Lynch, Pierce, Fenner and Beane
Metropolitan Life Insurance Company
Mutual Benefit Health and Accident Assoc. of Omaha
National City Bank
Public National Bank & Trust Co. of New York City

RETAIL ESTABLISHMENTS

Simon Ackerman Clothes, Inc.
Adam Hat Stores Inc.
Baumann, Ludwig
Bond Stores, Inc.
Conformal Footwear Company
Jack Dempsey's Punchbowl
Holt-Deland Inc.

RETAIL ESTABLISHMENTS

Howard Clothes
Iceland Restaur…
Maxan's Restaur…
McCloskey Stea…
Willoughby Ca…
Wilson Sporting…
Woodcleft Resta…

SOAPS AND HOUSEHOLD

American Cyana…
Cello Wax Comp…
Colgate-Palmol…
Coughlan Mfg. …
Cudahy Packing…
F. R. Corporation
General Foods C…
Griffin Mfg. Co…
Hudson Pulp & …
Kirkman & Sons
Lever Brothers …
Opitz, Inc. John
Park and Tilfor…
Procter and Gam…
Rit Products Co…
Sage Laboratori…
Simoniz Compan…
Stanco, Inc.
Sutho Suds, Inc.
Zonite Products…

TOBACCO PRODUCTS

Ace Mail Order …
American Tobac…
Bayuk Cigars St…
Black Cigar Sto…
Brown and Wil…
Consolidated Ci…
Larus & Brothe…
Philip Morris & …
Smokers Service…

…ILET GOODS AND C…

American Hard …
American Safet…
Associated Labo…
Bathasweet Cor…
Bristol-Myers C…
…ter Products…
…lgate-Palmol…
Consolidated Dr…
Conti Products, …
Elmar Laborato…
Gallowhur Che…
Gillette Safety …
Imperial Labora…
Johnson and Jo…
Lambert Pharm…
Lever Brothers …
Manhattan Soa…
Marlin Firearm…
Pharmacal Prod…
Potter Drug an…
Procter and Ga…
Raymond Labora…
Sanapak Mfg. C…
Stanley Co. Joh…

THIS IS THE

Edward Cassidy family

OF

BERLIN, WISCONSIN

Edward Cassidy and his brother George farm 332 acres north of Berlin, Wisconsin, a farm that has been in the Cassidy family for four generations. Most of the land is in hay to feed their large dairy herd — producing about 45,000 pounds of milk a month. In addition to their farming, the Cassidy brothers have two refrigerator trucks, haul three loads of milk daily from neighboring farms.

Each family has its own house. Edward and his wife Adrienne have two youngsters, Leo, age 8, and Mary, age 10. The whole family have spent all their lives on farms — Edward has been working the home place for 26 years. When Mrs. Cassidy started teaching school in 1925, one of the things she missed most was the family radio, for her boarding home had none. Consequently, her only listening was the WLS National Barn Dance when she visited home on weekends.

The Cassidys are regular listeners to all WLS programs. They depend on us for markets and news; they never miss the National Barn Dance. They plant and harvest by WLS weather reports — last winter the men saved a day's hard work shoveling, because they left their neighbors extra milk cans after hearing a WLS storm warning. Mrs. Cassidy tunes in Martha's and Helen's Feature Foods program every day, and Mary's school listens regularly to WLS School Time. The family has saved every WLS Family Album since 1929. They're all taped and mended now, almost worn out from hours spent looking through them.

It is on the thousands of families like the Cassidys that WLS microphones have been focused for over 23 years. It is our intimate interest in their life, their work and their problems, the service and entertainment we give them, that have made them such loyal listeners to WLS . . . and upon loyal listeners depend advertising results.

Mrs. Cassidy runs up some new living room draperies on her electric sewing machine. She papered the house herself this past spring.

The Cassidy farmstead. George and his family occupy the house in the foreground. Edward and his family another house just beyond.

Mary, age 10, helps with the housework. She will exhibit her 4-H Club sewing project for the first time at the Wisconsin State Fair this year.

The small tractor "belongs" to Leo, age 8. He drives it, hauling the hay wagon in the fields, has just pulled a load into the big Cassidy barn.

Mrs. Cassidy and Mary beside the living room radio (there's another in the kitchen) look over WLS Family Albums — as they often do.

WLS

THE PRAIRIE FARMER STATION

CHICAGO 7

890 kilocycles, 50,000 watts, American affiliate. Represented by John Blair and Company.

AFFILIATED IN MANAGEMENT WITH THE ARIZONA NETWORK: KOY, PHOENIX . . . KTUC, TUCSON . . . KSUN, BISBEE-LOWELL-DOUGLAS

Partners for 17 years

MARSHMALLOW FLUFF and YANKEE

One contract after another for 17 years without a break — and still going!

Durkee-Mower, Inc., makers of Marshmallow Fluff, are charter members of the group who tried network broadcasting when networks were young and much smaller. This was in October, 1930.

It was true then as it is today, that selling is local. Durkee-Mower, Inc., realized that it takes a local station to do a good selling job in any market — and that it takes a large group of local stations to do a complete selling job in New England.

Marshmallow Fluff has been for many years the sales leader in its field. There is no doubt that this success is largely due to a sound advertising policy consistently followed throughout the years.

The Yankee Network has shared in this success story for 17 years because Yankee home-town stations, more than any other group, provide the complete coverage, with local impact, necessary for most effective selling in New England.

Acceptance is THE YANKEE NETWORK'S *Foundation*

THE YANKEE NETWORK, INC.

Member of the Mutual Broadcasting System

21 BROOKLINE AVENUE, BOSTON 15, MASS.

Represented Nationally by EDWARD PETRY & CO., INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

U. S. BREWERS' Foundation Inc., now headed by radiowise, able Frank Mason, former NBC vice president and ex-president of INS, will move in on anti-beer campaign of Rev. Sam Morris and other arid crusaders. WFAA, Dallas 50,000-watter, dropped beer advertising in 1945, and other stations refuse such business either because of company policy or anti-alcoholic advertising crusade of bluenosers. Mason approach is that as long as beer is legal, it is advertisable.

NAB TO GET advertiser-agency reaction to committee version of proposed Standards of Practice. Judge Miller and Harold Fair, NAB Program Dept. head, meet in New York Tuesday with officials of Assn. of National Advertisers and American Assn. of Advertising Agencies. With President Miller anxious to have full airing of code on convention floor, extensive revision may be found necessary. Good guess for date of final approval: Board meeting in early January.

BENTON & BOWLES, New York, reportedly seeking daytime serial for possible sponsorship by Procter & Gamble newest soap product, "Tide." Product currently using spot test campaign but will likely go into daytime radio next fall.

OCT. 1 starting date for proposed FCC reorganization along divisional lines [BROADCASTING, July 21] evidently goes a-glimmering. International Telecommunications Conferences at Atlantic City will keep three commissioners preoccupied at least until last week in September. Other commissioners want full free and open discussion, not being satisfied that four-man plan on three divisions is anywhere approaching optimum solution.

HEALTHY trend in radio advertising will be shown when NAB completes present study of station logs. Understood survey will reveal two-thirds of all announcements come from local retail accounts, with one-fourth regional and national business and one-tenth sustaining. No significant difference shown in announcement business of affiliate and nonaffiliate stations.

FRANCE may change from state-controlled radio to private operation within year. Growing irritation apparent among French listeners at poor quality of present French programs, patterned after BBC. French radio before war was privately operated, but BBC refused cooperation on program interchange unless post-war system was state-owned.

ANY EAR inclined toward headquarters of trade associations can pick up whisperings of surprises in store for delegates at mid-September meetings of NAB and FMA. Former hints at possible debut of big Hollywood film, new television techniques, important forum on vital

(Continued on page 94)

Upcoming

Aug. 19: RMA Export Committee, Stevens Hotel, Chicago.

Aug. 25: NAB FM Executive Committee, NAB Hdqrs., Washington.

Aug. 27: NAB Sales Managers Retail Adv. Subcommittee, BMB Board Room, New York.

(Other Upcomings page 84)

Bulletin

U. S. ARMY and Air Force recruiting service beginning Sept. 27 through Nov. 8 will sponsor football game of week on ABC, Saturday afternoons. Harry Wismer, ABC director of sports, will describe games. Agency is N. W. Ayer & Son, Philadelphia.

FRIDAY'S AFRA convention sessions in New York enlivened by brisk discussion of interviews on record shows. Interview format defended by Rush Hughes, KXOK St. Louis record m. c. and AFRA delegate. Action on Lea Bill postponed until Sunday at request of Henry Jaffe, AFRA attorney.

GARRY MOORE, formerly teamed with Jimmie Durante on Rexall Drug Co. show, named m.c. of *Take It or Leave It*, sponsored by Eversharp through Biow Co., Sundays, 10-10:30 p.m. on NBC, replacing Phil Baker effective Aug. 31.

NETWORKS SIGN CONTRACT WITH WRITERS GUILD

COPIES of contract between Radio Writers Guild and four major networks, dated Aug. 1 [BROADCASTING, Aug. 11] have been returned signed to RWG, Roy Langham, executive secretary, announced Friday.

Negotiations on residual—and most important—issues will be resumed Sept. 3, Mr. Langham disclosed. These include author's rights to original material, and minimum fees.

CBS GOLD MAGIC

FRANK E. MULLEN, NBC executive vice president, was weaving through Cape Cod traffic trying to catch the Nantucket ferry last week-end, his comely wife holding her hat. He was stopped by a traffic officer, who asked usual question about going to a fire, while writing out a ticket. Mr. Mullen, fumbling in billfold for identification, handed over gild-edged pass. The law smiled and waved him on. Mrs. Mullen looked at the magic pass and gasped. It was admission card to CBS studios.

Business Briefly

ALLIS-CHALMERS RENEWAL ● Allis-Chalmers Mfg. Co., Milwaukee (farm equipment) Sept. 13 renews for 52 weeks *National Farm & Home Hour*, Sat. 1 p.m. (CDST) on full NBC network. Agency, Bert S. Gittens Adv., Milwaukee.

SHEAFFER REPLACES ● W. A. Sheaffer Pen Co., Ft. Madison, Ia., Sept. 14 renews 52 weeks *Sheaffer Parade* (featuring Eddy Howard orchestra replacing Carmen Cavallaro) Sun., 2-2:30 p.m. (CDST) on 54 NBC stations. Agency, Russel M. Seeds Co., Chicago.

BUYS CLUB SEGMENT ● Toni Co., St. Paul (home permanent) Sept. 1 begins 9-9:15 a.m. segment of *Breakfast Club*, Mon. through Fri., on full ABC network. 52 weeks. Agency, Foote, Cone & Belding, Chicago.

KRAFT BACK ● Kraft Foods Co., Chicago (Parkay) Sept. 10 renews 52 weeks, after summer hiatus, *The Great Gildersleeve*, Wed. 7:30-8 p.m. (CDST) on full NBC network. Agency, Needham, Louis & Brorby, Chicago.

BVD TELECAST ● BVD Corp., New York, sponsoring 20-second filmed weather forecasts Sun., Thurs. evenings on WNBT New York, 21 weeks. Agency, Grey Adv. Agency, New York.

INSTITUTE TESTS ● Industrial Training Institute, Chicago, currently testing five-minute transcribed shows on select midwest and western stations with extensive national spot planned for fall. Before war sponsor used as high as 200 outlets. Agency, James R. Lunke & Assoc., Seattle.

P & G SINGER ● Procter & Gamble Co., Cincinnati, returns Jack Smith show to CBS Aug. 25 after summer hiatus, Mon. through Fri. 7:15-7:30 p.m. Agency, Dancer-Fitzgerald-Sample, New York.

DISC JOCKEYS MEET

FIRST convention of National Assn of Disc Jockeys, held Friday in Chicago, resulted in election of Barry Gray, WOR New York, as national chairman. Other officers: Hugh Douglas, WCFL Chicago, vice-chairman; Bill Leyden, KMPC Los Angeles, secretary. Convention attended by 75 disc jockeys, who were guests of Universal International Pictures as promotion for forthcoming picture on disc jockeys. Group voted to establish state and local chapters and to hold national convention annually.

EXPANDS CAMPAIGN

INTERNATIONAL SHOW Co., St. Louis, (Conformal Show Co. Division) through Guilford Adv. Agency, New York, expanding radio, buys two women's participation shows on WGN Chicago and KDKA Pittsburgh. Spot announcements to be added in six markets.

SOMETHING'S UP...

at the... 8-TEN SPOT

That grand and glorious day when Mid-America finds itself on the 8-Ten spot is just around the next corner. Everybody's talking about the KCMO teaser campaign of newspaper ads, motion pictures, outdoor posters and direct mail. Talking about—and looking forward to—the day when KCMO zooms up with

50,000 watts by day . . 10,000 watts by night . . at the 810 spot — right in the middle of the dial — for better, clearer listening!

KCMO

Kansas City, Missouri

Basic ABC for Mid-America

National Representative: John E. Pearson

Tailor-Made Programs Bring *Results*

Left to right: Account Executive Bill Johnson, Program Director Virgil Sharpe and Advertising Manager Eloise Green of Thomas Kilpatrick & Co.

A LEADING OMAHA DEPARTMENT STORE STARTS *EIGHTH YEAR* OVER KOIL

Specifically tailored programs directed at specific groups of buyers—this is the formula used for Thomas Kilpatrick & Company over KOIL. And these programs "bring results", says Miss Green, advertising manager.

Built around the daily noon news and the Sunday 6:00 P.M. news, a well-planned spot campaign featuring the right department at the right time is directed toward regular and seasonal shoppers. A fifteen minute program of seasonal nature (at present, "Lets Take A Vacation") is spotted in KOIL's high-Hoopered Saturday morning and uses live talent to capitalize on shopping moods of the day.

Tailor-Made Programs Bring Results!

And a quick check will convince you that in the Omaha and Council Bluffs area, it's KOIL for audience-wise programming and promotion know-how. Add to this, KOIL's large and loyal audience, and you have a combination that brings you sales results everytime.

W. J. NEWENS—STATION MANAGER
Charles T. Stuart—Pres. & Exec. Dir.

EXECUTIVE OFFICES—STUART BLDG.
Lincoln, Nebraska

KOIL
OMAHA COUNCIL BLUFFS
BASIC ABC
1290 KC
5000 WATTS

Represented by EDWARD PETRY CO., INC.

BROADCASTING
TELECASTING

Published Weekly by Broadcasting Publications, Inc.

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At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

EDITORIAL

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J. Frank Beatty, Rufus Crater, *Associate Editors;* Fred Fitzgerald, *News Editor;* Paul Fulcomer, *Asst. to the News Editor.* STAFF: Lawrence Christopher, Peter W. Denzer, Jo Hailey, Joseph M. Sitrick, Mary Zurhorst; EDITORIAL ASSISTANTS: Yvonne Caldwell, Grace Hargrove, Mary McCauley, Doris Sullivan.
Eleanor J. Brumbaugh, *Secretary to the Publisher.*

BUSINESS

MAURY LONG, *Business Manager*
Bob Breslau, *Adv. Production Manager;* Harry Stevens, Eleanor Schadi, Tom Stack.
AUDITING: B. T. Taishoff, Irving C. Miller, Viola Sutherland.

CIRCULATION AND READERS' SERVICE

BERNARD PLATT, *Director*
Dorothy Young, David Ackerman, Pauline Arnold, Doris Reddick.

PROMOTION

WINFIELD R. LEVI, *Manager*
Betty Beckanstin.

NEW YORK BUREAU

250 Park Ave., Zone 17, *PL*aza 5-8355
EDITORIAL: Edwin H. James, *New York Editor;* Florence Small, Irving Marder, Patricia Ryden, Helen Spahn.
Bruce Robertson, *Senior Associate Editor.*
ADVERTISING: S. J. Paul, *Advertising Director;* Martin Davidson.

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1. *CEN*tral 4115
Fred W. Sample, *Manager;* John Osbon.

HOLLYWOOD BUREAU

6000 Sunset Boulevard, Zone 28, *HE*mpstead 8181
David Glickman, *Manager;* Ralph G. Tuchman, Patricia Jane Lyon.

TORONTO BUREAU

417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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* Reg. U. S. Pat. Office

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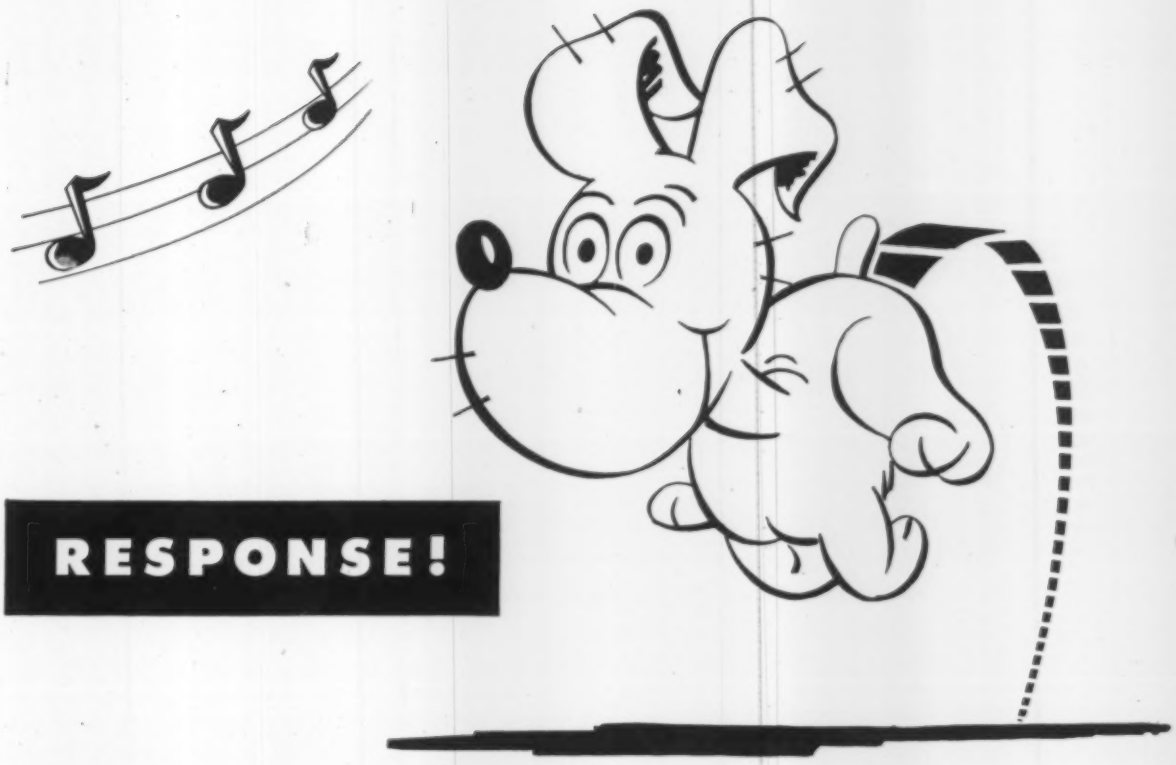


RESPONSE!

It's kind of provoking to whistle at a cute pup and have the pooch just sit there and listen. True, he shows interest, but no action! And no doubt, if a listener survey were conducted on the spot, he'd be tabulated as "tuned in" to your whistle.

Some station audiences are like the pooch. But KSFO's audience is an action audience . . . double action. They listen and *respond!*

Take KSFO's Faye Stewart show for example: *One* offer of a recipe booklet and Faye's returns led all other stations whether measured by the cost-per-return or total number of requests.

Department stores, banks, clothiers, realtors and scores of others renew KSFO schedules time after time. The makers and sellers of candy, beverages, books, insurance, furs, cosmetics, soaps and food buy KSFO because our double action audience *responds!*

Dollar for dollar, listener for listener, KSFO is the best buy in San Francisco. It belongs on every advertising schedule planned to sell merchandise in this market.

560 KSFO SAN FRANCISCO

Wesley I. Dumm, President • Philip G. Lasky, Vice-President and General Manager

Represented by Universal Radio Sales • New York, Chicago, Los Angeles, Seattle

URS

We took an hour i

"A classic story like 'Carmen'"

in "Studio One"...

We began* with material we could be *sure* of. A classic story like "Carmen." A new one like "To Mary With Love." A play like "Bill of Divorcement." In every case, *dramatic* material: tested, established, *certain in quality.*

We got for it a devoted attention to pace and punch; brilliant, fluent, radio production...*certain in quality:* Fletcher Markle, the producer; Agnes Moorehead, Everett Sloan, and dozens of other top performers, the actors.

And we took a full hour. Time to develop the full impact of the drama, the full measure of its action and people.

We called the program "Studio One"; a fresh concept of *dramatic quality* in radio...

...and captured the country!

"Studio One" *doubled its audience in 60 days!*

And did it, *slotted against the top comedy program on the air,* against the regular seasonal decline in "ratings."

Just as significant...here was something on which the *New York Herald Tribune, PM* and *Billboard* could all agree! They said here was great radio...as did everyone else! *"...ambitious and intelligent drama." "Sloan's portrayal every bit as good as Barrymore's..." "Mighty bold...adult radio."*

Adult *and* popular! 60 minutes of radio that holds a great audience enthralled. 60 minutes of focussed listener attention: a super hour for a sponsor who wants to go *deep* into the American mind; who wants to turn listeners into friends, and friends into customers...fast!

*Only three months ago

A CBS PACKAGED PROGRAM

Remember the story about...

The Atom Bomb?

...when a charge the size of a golf ball...

—went blooie!

It's rumored that the actual explosive charge in the A-Bomb was no bigger than a golf ball.

Further proof, we say, you don't have to be a giant in size to do a giant-sized job!

Down here in the nation's capital, W-W-D-C and W-W-D-C—FM have the second most loyal listeners. That's the kind of listening loyalty that produces sales!

Only one other station in Washington has more loyal listeners

WWDC

AM-FM—The D. C. Independent

Feature of the Week

KTYL's drive-in station

A UNIQUE audience of about 1,000 a week attend the programs of KTYL Mesa, Ariz., viewing them from a parking lot through a large plate-glass window. KTYL is believed to be America's first drive-in radio station.

The parking lot accommodates 45 cars, and is often filled to capacity. Parkers can listen to the programs through a loudspeaker, thus they are enabled to see and hear live talent programs in the comfort of their own automobiles.

Last week KTYL announced a new general manager, E. W. (Bill) Malone, who is succeeding A. E. Mickel. Mr. Malone has handled promotion with WLW Cincinnati, WOWO Fort Wayne and KOIL-KFOR Omaha.

Mr. Mickel, manager since KTYL opened early this year, has accepted a position as manager of WGBA-FM Columbus, Ga.

KTYL operates on 1490 kc, with 250 w fulltime. It is owned by the Sun Valley Broadcasting Co.

Sellers of Sales

"TELEVISION has already been developed to a point of technical practicality," Herbert (Herb) Leder, director of television for Benton & Bowles, New York, has cautioned, "and any apathy on the part of the agencies in this new medium would be definitely unhealthy both for themselves and their sponsors. The networks have marched ahead vigorously and the agencies that adopt attitude of a dilettante will fall far behind," Mr. Leder said.

Obviously, under Mr. Leder's supervision, Benton & Bowles' television department has not fallen "far behind" but is forging ahead with many a "first" to its credit.

HERB

Among those "firsts" attributed to Mr. Leder is the filming and recording of television commercials and programs for air check. Another is the innovation of telecasting animating jingles for General Food baseball broadcasts.

It happened in Brooklyn. Mr. Leder was born there. He attended Brooklyn College, where he received a B. A. degree. During his school years he developed a system of judging audience response and a method of play analysis which enabled him to predict the chances of a legitimate play before it hit Broadway. John Golden sponsored the experiment. Thus began his association with the theatre. Among his stage credits he can list that of assistant manager of "Pins and Needles," production manager as well as playdoctor of the hit play, "Uncle Harry," production assistant of the Alex Yokel revival "Three Men on A Horse," and many others.

In 1943 Herb brought his vast theatre experience to the Benton & Bowles staff, utilizing it by directing General Foods (Gaines Dog Food) *Juvenile Jury* on WNBT-NBC video station for 14

(*Continued on page 78*)

A STEINMAN STATION

WDEL

WILMINGTON DELAWARE

SELLS

5000 WATTS DAY & NIGHT

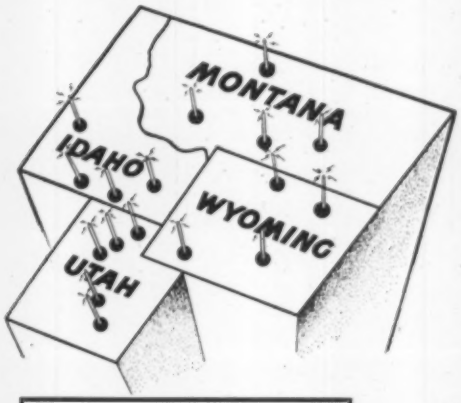
Represented by

RADIO ADVERTISING COMPANY

New York • Chicago
San Francisco • Los Angeles

NBC AFFILIATE

Intermountain Network Bulletin Board



AVAILABLE NOW!

Announcements or quarter-hour sponsorship

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WYOMING

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The Iowa Barn Dance Frolic is just one of the many extremely popular local programs which WHO offers, through F&P, to radio advertisers who see the value of spot radio.

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*1947 Iowa Radio Audience Survey. **Hooper Survey, December, 1946, thru April, 1947.

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CORPUS CHRISTI	KRIS
DAVENPORT	WOC
DES MOINES	WHO
DENVER	KVOD
DULUTH-SUPERIOR	WDSM
FARGO	WDAY
FT. WORTH-DALLAS	WBAP
HONOLULU-HILO	KGMB-KHBC
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BROADCASTING
TELECASTING

VOL. 33, No. 7 WASHINGTON, D. C., AUGUST 18, 1947 $7.00 A YEAR—20c A COPY

New Census Stresses West Coast Gain

Bureau's Figures Show 34% Rise in Pacific States

(*Census figures on page 14*)

OUTSTANDING FACT in the Census Bureau's estimate of U. S. population as of July 1, 1946 is the great westward movement of civilian population between the last census (April 1, 1940) and the current estimate.

The movement, according to the new figures released on Friday by J. C. Capt, director of the Census Bureau, brought about an estimated increase of 33.9% or about 3,281,000 in the Pacific states (California, Oregon, and Washington). Remainder of the U. S., meanwhile, increased about 3,712,000 or only 3% of the 1940 population.

Individually, California's gain of about 2,485,000 was the largest of any state. Other large gains included Michigan with 797,000, Ohio with 594,000, Washington with 435,000, Texas with 419,000, Oregon with 361,000 and Florida with 358,000.

The change between 1940 and 1946 was relatively small in 27 states, differing only 5% or less from the last census. Five states had comparatively large losses topped by North Dakota with a loss of 16.3%. Summarizing the remaining 16 states and the District of Columbia, six increased between 5 and 10%, five added between 10 and 20%, and the last five, plus the District of Columbia, increased more than 20%.

Increase in Births

There were 9,160,000 more births than deaths during the six-year period, which would indicate an average increase of almost 1,500,000 per year. Despite this natural increase, however, 17 states lost civilian population, partly because some were still in the armed forces on July 1, 1946 or had died before that date, but mostly because of the large volume of interstate migration; 12 other states which showed an increase of civilian population from 1940 to 1946 had a net out-migration which wasn't as great as their natural increase.

In these 29 states, there was an out-migration of more than 4,500,000, while in the remaining 19 states and the District of Columbia, there was an in-migration of more than 5,300,000 during the past six years. The difference of 800,000 is the excess of immigrants over emigrants. These figures actually represent a balance of in-migration over out-migration for the states which gained and vice-versa for the states which lost. The gross number of persons whose state of residence in 1940 was different from that of 1946 is far greater.

Estimate Added

The estimates for each state were obtained by adding to the April 1, 1940 civilian population an estimate of the excess of births over deaths between the census date and date of the estimate, plus an estimate of the net migration to the state, subtracting an estimate of the net loss to the armed forces.

The loss to the armed forces represents the difference between the number serving on the estimate date and the number in 1940, plus an allowance for persons from the state who died while in the armed forces.

Net migration figures are based on statistics from the 1940 census, enrollment in elementary grades of public and private schools, and, in part, on registrations for War Ration Book No. 4.

State-by-state estimates as tabulated by the Census Bureau and released last Friday are shown in table on next page (14).

Cut of TV Channel One to Draw Fire

Proposal of FCC Would Reduce Television Availabilities

REALLOCATION of Television Channel 1, cutting the number of video channels from 13 to 12 [BROADCASTING, May 26], was proposed by FCC last week.

The plan was considered sure to draw the fire of Television Broadcasters Assn. as well as independent video operators and manufacturers.

It was accompanied by a proposed revision of the Commission's city-by-city channel allocation chart which would lop one channel off the availabilities in six cities, including Chicago. Allocations in 11 other areas would be affected by the changes.

The proposal is designed to eliminate the present plan of sharing television frequencies with other services, except on Channels 7 and 8. The Commission held that "there is no practicable sharing arrangement which will not cause serious interference to television reception."

Disposition of Channel 1

Channel 1—44 to 50 mc—would be allocated to non-government fixed and mobile services instead of video. It would be used by police, fire, highway maintenance, special emergency, transit utility, forestry conservation, and similar radio services.

There is no station now on Channel 1 and only a single grant for that frequency is outstanding. That is held by Broadcasting Corp. of America (KPRO), Riverside, Calif., which would get No. 6 under the new plan.

The Commission specified that written opposition to the proposal would be accepted until Sept. 15 and that oral argument, if justified, would then be called. Observers felt there was no question that there would be opposition from television broadcasters, and probably also from representatives of the other services.

TBA's Contention

TBA had contended, for example, during the FCC-industry engineering conference on problems involved in sharing frequencies, that television should be given additional space, not less, and Allen B. Du Mont Labs specifically requested 10 new channels in the 108-174 mc area. Some of the mobile service users and manufacturers, on the other hand, contended that television must give up at least one channel if the interference problems in the 42-88 mc area are to be solved [BROADCASTING, June 16].

FCC in announcing its proposal said that "possibilities of interference to television from such sources as harmonic radiations, television receiver response to stations on intermediate or image frequencies, and television receiver oscillator radiations are engineering equipment problems which the Commission expects can more properly be solved by equipment development rather than further revisions of frequency allocations."

The Commission also specified that the 72-76 mc band "is to be limited to use by the 75-mc aeronautical marker beacons and to fixed circuits on an engineered basis with the view to avoiding adjacent channel interference to television broadcasting. Radio stations presently authorized in the 72-76 mc band will be permitted to continue for a five-year period."

The proposed revision of channel allocations to various metropolitan districts involves changes for 17 communities, six of which would lose one channel each. Communities affected by the proposed changes are as follows (channel assignments are for metropolitan stations unless otherwise noted):

Bridgeport, Conn.—Would have no channel, No. 1 (community) being eliminated.
Canton, Ohio—Would have No. 7 (metropolitan) instead of No. 1 (community).
Chicago—Would have Nos. 2, 4, 5, 7, 9, and 11 instead of Nos. 2, 4, 5, 7, 8, 11, and 13.
Cleveland—Would have Nos. 2, 4, 5, and 9 instead of Nos. 2, 4, 5, 7, 9.
Columbus, Ohio—Would have Nos. 3, 6, and 10 instead of Nos. 3, 6, 8, and 10.
Fall River-New Bedford—Would have No. 8 (community) instead of No. 1 (community).
Harrisburg—Would have No. 10 (community) instead of No. 3 (metropolitan).
Manchester — Would have No. 10 (community) instead of No. 1 (community).
Racine-Kenosha—Would have No. 13 (metropolitan) instead of No. 1 (community).
Riverside, Calif.—Would have No. 6 (community) instead of No. 1 (community).
San Diego—Would have Nos. 3, 8,

(*Continued on page 82*)

Bristol-Myers Radio Success Story

See page 15

AFRA to Back AFL In Taft Law Fight

Radio Artists' Convention Hears Plea to Join Repeal Move

GEORGE HELLER, executive secretary of the American Federation of Radio Artists, indicated last week that the union's 27,000 members will throw their full weight into the AFL's fight against the Taft-Hartley Law, which he termed ". . . the most vicious anti-labor bill ever conceived by any national legislative body in this country."

Mr. Heller spoke Aug. 14 at the opening of AFRA's tenth annual convention at the Hotel Astor, New York. He declared that in view of recent labor legislation the union is obliged to become politically active ". . . whether we like it or not." Mr. Heller continued ". . . and we may as well realize that if we do not want to be stripped of our rights as working people, we will have to exert our utmost effort to preserve our union by working in close cooperation with the AFL in its campaign to repeal the Taft-Hartley Law."

Mr. Heller traced the work of AFRA, in cooperation with officials of the AFL, the Radio Writers Guild and the Radio Directors Guild, in acquainting the American public by radio with labor's side of the Taft-Hartley Bill before it became law. He said that almost $400,000 was spent for radio time on MBS and ABC in this desperate but vain effort.

Cause Will Unite

The common cause of the entertainment unions in seeking repeal of the Taft-Hartley Law should hasten the unification of AFRA, the Actors Equity Assn. and the Screen Actors Guild into a single union, Mr. Heller predicted. He said this goal also would be brought nearer by the mutual interest of the entertainment unions in television. The tentative video report of the wages and working conditions subcommittee of the AAAA Television Committee was to have been submitted later in the AFRA convention, which continued through yesterday (Aug. 17). The latter committee was appointed by AFRA's national board to settle jurisdictional issues involved in organizing video employes.

Mr. Heller traced the growth of AFRA from the time of its first convention in St. Louis in November 1938, when 25 delegates attended, to the present conclave—first to be held in New York—with an attendance of 211 delegates from 29 cities.

A treasurer's report read by Ben Grauer showed AFRA's gross income for the period ending April 30 was $327,677. Assets were listed at $188,829, and liabilities at $12,574.09, representing a surplus of $176,254.91.

Friday's convention sessions were devoted to a report of the Phonograph Recording Committee, discussion on the Lea Bill, and debate on methods of implementing AFRA's plans to help force repeal of the Taft-Hartley Bill. The annual AFRA ball was held at the Astor Friday night. Saturday's sessions were given over to business meetings, the Television Committee's report, and election of national officers. The main item of business on Sunday's agenda was selection of AFRA's 1948 convention city.

Regional-State Breakdown of New U. S. Census

(See story, page 13)

TOTAL POPULATION EXCLUDING ARMED FORCES OVERSEAS

Region, Division and State	July 1, 1946	April 1, 1940 (Census)	Increase (+) or decrease (−), 1940 to 1946 Number	Percent
United States	139,893,406	131,669,275	+8,224,131	+6.2
New England:				
Maine	876,213	847,226	+28,987	+3.4
New Hampshire	516,735	491,524	+25,211	+5.1
Vermont	352,998	359,231	−6,233	−1.7
Massachusetts	4,590,254	4,316,721	+273,533	+6.3
Rhode Island	744,986	713,346	+31,640	+4.4
Connecticut	1,963,519	1,709,242	+254,277	+14.9
Middle Atlantic:				
New York	13,741,836	13,479,142	+262,694	+1.9
New Jersey	4,304,261	4,160,165	+144,096	+3.5
Pennsylvania	10,023,750	9,900,180	+123,570	+1.2
East North Central:				
Ohio	7,516,855	6,907,612	+609,243	+8.8
Indiana	3,767,313	3,427,796	+339,517	+9.9
Illinois	8,028,453	7,897,241	+131,212	+1.7
Michigan	6,064,899	5,256,106	+808,793	+15.4
Wisconsin	3,168,158	3,137,587	+30,571	+1.0
West North Central:				
Minnesota	2,821,442	2,792,300	+29,142	+1.0
Iowa	2,543,502	2,538,268	+5,234	+0.2
Missouri	3,776,250	3,784,664	−8,414	−0.2
North Dakota	537,084	641,935	−104,851	−16.3
South Dakota	547,664	642,961	−95,297	−14.8
Nebraska	1,275,713	1,315,834	−40,121	−3.0
Kansas	1,861,195	1,801,028	+60,167	+3.3
South Atlantic:				
Delaware	286,527	266,505	+20,022	+7.5
Maryland	2,186,872	1,821,244	+365,628	+20.1
District of Columbia	843,451	663,091	+180,360	+27.2
Virginia	2,985,851	2,677,773	+308,078	+11.5
West Virginia	1,807,091	1,901,974	−94,883	−5.0
North Carolina	3,640,645	3,571,623	+69,022	+1.9
South Carolina	1,909,173	1,899,804	+9,369	+0.5
Georgia	3,128,302	3,123,723	+4,579	+0.1
Florida	2,310,303	1,897,414	+412,889	+21.8
East South Central:				
Kentucky	2,745,590	2,845,627	−100,037	−3.5
Tennessee	2,997,826	2,915,841	+81,985	+2.8
Alabama	2,807,817	2,832,961	−25,144	−0.9
Mississippi	2,099,533	2,183,796	−84,263	−3.9
West South Central:				
Arkansas	1,884,659	1,949,387	−64,728	−3.3
Louisiana	2,519,520	2,363,880	+155,640	+6.6
Oklahoma	2,224,939	2,336,434	−111,495	−4.8
Texas	6,959,481	6,414,824	+544,657	+8.5
Mountain:				
Montana	478,477	559,456	−80,979	−14.5
Idaho	472,314	524,873	−52,559	−10.0
Wyoming	262,895	250,742	+12,153	+4.8
Colorado	1,137,581	1,123,296	+14,285	+1.3
New Mexico	528,997	531,818	−2,821	−0.5
Arizona	622,804	499,261	+123,543	+24.7
Utah	636,821	550,310	+86,511	+15.7
Nevada	135,414	110,247	+25,167	+22.8
Pacific:				
Washington	2,254,098	1,736,191	+517,907	+29.8
Oregon	1,452,618	1,089,684	+362,934	+33.3
California	9,550,727	6,907,387	+2,643,340	+38.3

CBS PURCHASES A 45% INTEREST IN KQW

SALE of 45% minority interest in KQW San Francisco by the Brunton brothers and C. L. McCarthy to CBS for approximately $300,000 was consummated last week following word from the FCC implying that such a transaction would not be in conflict with its regulations [CLOSED CIRCUIT, Aug. 11]. Under the transaction, which specifically will preclude CBS participation in policy direction of KQW, the Bruntons and Mr. McCarthy will continue to direct station operations.

As a sequel, CBS proposes to sell its 45% minority interest in WAPI Birmingham to the present majority stockholders, Ed Norton and Thad Holt, for approximately $80,000.

The contracts as to both transactions will be filed with the FCC but, since they would not entail control, presumably will not require approval.

Ayers Joins T-H-S

J. S. "JIM" AYERS, previously on the sales staff of WGAC Augusta, Ga., has been named to head the Atlanta office of Taylor-Howe-Snowden Radio Sales, effective Sept. 1. Prior to his association with WGAC, Mr. Ayers was with the Atlanta office of Headley-Reed and in the national advertising department of the *Atlanta Journal*. T-H-S also announced last week the addition of two clients, WORD Spartanburg, S. C., and WVER Lexington, Ky.

NAB Names Harris

JACK HARRIS, general manager of KPRC Houston, has been named to the Council on Radio Journalism by the NAB. The council will meet Sept. 17 at Atlantic City during the NAB convention, according to Chairman Wilbur Schramm, U. of Iowa. Five council members are appointed by NAB and five by the American Assn. of Schools and Depts. of Journalism.

Red Cross Praises Radio's Drive Aid

O'Connor Cites Broadcasters' Role in 1947 Campaign

BROADCASTERS played a major role in promoting the 1947 fund campaign of the American Red Cross, Basil O'Connor, president, declared last week in a letter to NAB President Justin Miller. He asked that his thanks be conveyed to each of the 1,400 stations who aided local chapters.

In lauding the industry's part, Mr. O'Connor described it as "demonstrating the great contribution which a free radio has made to our democratic way of life." His letter follows:

Though our 1947 Fund Campaign officially ended last March 31, we are just now able to view the overall results of our work and the response received from the public. As you probably know, the drive was a great success, having been oversubscribed by more than 30%, placing total funds received through July 31, 1947, at $79,413,215.00 as compared with our original $60,000,000.00 goal.

Great credit is due the radio industry for its superb cooperation and enthusiastic support in carrying the story of Red Cross to the nation's millions of listeners. For example, a survey just completed shows that national radio messages allocated by the Advertising Council provided nearly one billion listener-impressions. During March, 600 national network programs carried Red Cross messages with 164 programs aired on "Red Cross Radio Day" alone. Besides this, 850 stations carried a special series of programs featuring Helen Hayes. One thousand three hundred and fifty stations cooperated by broadcasting announcements, Hollywood star appeals, and many local live programs. One hundred and ninety-eight of our foreign language stations also told the Red Cross story in French, Spanish, Italian, Polish and Yiddish.

"We are sincerely grateful to the NAB for its support and excellent cooperation. Although we have already thanked those in national radio organizations for their splendid help, I should like through you to express the gratitude of our entire organization to each of the more than 1,400 individual stations whose help was so generously given to local Red Cross chapters. Each of them rendered a valuable service to humanity by advancing the work of the Red Cross at home and abroad.

"The many people making up our great American system of broadcasting can well be proud of the record they helped make for us and the aid this will enable us to give to our fellowmen. It is an accomplishment which pays high tribute to your industry by demonstrating the great contribution which a free radio has made to our democratic way of life."

Western Lists Six

SIX stations will be represented by Western Radio Advertising Inc., according to Purnell Gould, general manager. Stations are KXOA Sacramento, KXOB Stockton, KYNO Fresno (scheduled to be on air Sept. 15), KCOK Tulare-Visalia, KAFY Bakersfield, KOLO Reno. Firm, which will operate offices in San Francisco and Los Angeles, plans to represent stations in key Western markets [BROADCASTING, July 28].

B-M's Growth Parallels That of Radio

Firm's Shows Make Listening History, High Hoopers

By MARY ZURHORST

BRISTOL-MYERS' program history has paralleled the growth of bigtime radio—and many of the firm's programs are responsible for making radio "bigtime."

Since entering the field of radio advertising 22 years ago with the *Ipana Troubadors*, the company's faith—and appropriations—in radio have grown to the point where today's B-M air budget is $3½ million. The same two men who ventured into the medium with the *Troubadors*, Executive Vice President Lee Bristol and Advertising Vice President Joe Allen, are still guiding the firm's course of advertising.

The *Ipana Troubadors* in its programming, merchandising tie-ins and sales response set the pace for many another network sponsor to follow. The program ran, scarcely without interruption for ten years, with the format and talent growing and changing, but with the basic idea of product personality personified by the Troubadors unchanged.

There was added *Ingram Shavers* (1929), which was heard from time to time on NBC Red and Blue. For three years (1930-'33) there was a daytime show for the feminine audience, *Through the Looking Glass With Frances Ingram*, on Blue. Phil Cook's *One Man Show* ran for a summer three times weekly on Blue in 1933.

'Hour of Smiles'

At the end of the *Troubadors'* run on NBC Red in 1934, Benton & Bowles suggested to Lee Bristol and Joe Allen an idea for a program based on an "Hour of Smiles" to sell both Ipana and Sal Hepatica on the same show.

"And I think the man you want for it," said a B & B executive, "is Fred Allen." Allen had been featured since January of that year on Bristol-Myers' *Sal Hepatica Review*.

The sponsor bought the idea and, on March 21, 1934, was started on NBC Red the program that still ranks among the classics in listener affection—*Town Hall Tonight* with Fred Allen, Portland Hoffa, the Mighty Allen Art Players, Peter Van Steeden's Orchestra and the Merry Macs.

Not only Fred Allen, but also "Ipana for the smile of beauty; Sal Hepatica for the smile of health" became part of the American scene. Wednesday 9-10 p.m. for six years was radio night for millions in the U. S. and Canada.

Name stars filled the spot in the Allen vacation periods—Abbott & Costello, Frank Crummit, Stoopnagle & Budd, Walter O'Keefe, Arlene Frances, Norman Prescott, Jim Harkins.

Meantime, Bristol-Myers ran a variety show, *For Men Only* (1938 into 1939) on NBC Red, with George Jessel, Peg La Centra and guests.

'Mr. D. A.' Debuts

Then in July 1940, appropriately on the eve of the Fourth, Bristol-Myers turned loose a firecracker that turned into a skyrocket still blazing across radio skywaves after seven years. On that date *Mr. District Attorney* made its air debut on NBC.

The same producer, Edward Byron, has been with it from the start, writing, producing, directing the show that has stayed in the first 15 Hooper nighttime ratings almost since its inception. Jay Jostyn, Len Doyle, Vicki Vola were and still are the stars of the show.

Vitalis, Sal Hepatica and Benex are the products it sells—and sells—and sells. The time is 9:30-10 p.m. Wednesday, unchanged since 1940.

On that same date another hit show was introduced, *Abbott & Costello*, in the NBC half-hour preceding *Mr. D. A.* This, too, regularly hit the top 15.

Time to Smile, with Eddie Cantor, Dinah Shore and others took its place among the parade of B-M hits on NBC the same year, 1940. The show ran for four years, with high ratings, and even higher sponsor returns for Ipana.

The *Alan Young Show* with the Canadian comedian, was the Cantor replacement in 1944, promoting Sal Hepatica and Vitalis. Replaced now with *Break the Bank*, the biggest money-paying show in radio, the Young show ran for three years and introduced the Canadian to U. S. audiences. Also included in the cast was one Kenny Delmar—later known as Senator Claghorn.

While Charles Cantor (center) pulls a gag out of his Duffy's Tavern script, Eddie Green (l) and Ed Gardner follow through with the laughs.

THE TALENT that Bristol-Myers has sponsored sounds like Who's Who of Radio. In this second of a series of two articles on the company's airwaves advertising history, the spotlight is on the outstanding programs that have kept the Bristol-Myers name before the public for over 22 years. The record also includes television and firm's use of radio in Latin America.

Summer Shows

Successful summer replacements ("We aim at a 10 or 12 rating with these low-cost summer programs," explains Mr. Allen), include: *"What's My Name?* (1939), *Abbott & Costello* (1940), *Quizzer Baseball* (1941), *Those We Love* (1942), with Francis X. Bushman; *A Date With Judy* (1943); *Noah Webster Says* (1943); *Nit Wit Court* (1944). Other Bristol-Myers series are *Parker Family* (1943-'44), *Gracie Fields Show* (1944-'45), and *Dinah Shore* (1941-'43).

It was on a Friday night in 1944 that a tickled opening-night audience first heard the Brooklyn-tinged "Duffy's. Archie da manager speakin'." *Duffy's Tavern* was open for business. Archie and the elusive Duffy are still ringing up sales for the Tavern and for Ipana, Trushay and Minit Rub, now on Wednesday night, 9-9:30.

Bristol-Myers' television "investment" is one of which the company is duly proud. In June of last year, the first B-M telecast, a series of illustrated travel lectures by Mrs. Carveth Wells, went out over the NBC TV network. *Televarieties* was next on NBC video, replaced with *Hi-Jinx* featuring Jinx Falkenburg and Tex McCrary (Ipana and Minit-Rub).

In the fall of 1946 *Party Line* started on CBS television. When CBS began its policy of no studio TV programs, B-M switched *Party Line* (Vitalis and Ipana) to NBC. *Vitalis Sports Almanac* was also on CBS-TV in New York.

Tex and Jinx have a half-hour program, 8-8:30 p.m. Sunday, featuring the very popular entertainers (Mr. and Mrs.), showing home movies of well-known guests who have been with them on their week-day morning show.

Charades on TV

Party Line follows at 8:30 as a glorified charades game in which the audience participates—and in this case, audience means every viewer. The entire audience has a chance to get into the act.

A visual question is shown, such as a dancer doing a routine, then the audience is asked to identify the dance or the music. Most of the performers are outstanding in their field, and personalities are highly played up. There is a $5 prize and a box of B-M products for correct answers.

Viewers register with the stations if they want to be called on the phone for the answers in the charades guessing contest.

According to Warren Wade, NBC executive producer who has charge of the B-M television shows on the station end, "the largest response ever received for a single television program was received from one announcement on the Tex and Jinx television show preceding the first *Party Line* telecast on NBC.

"Over 750 postcards came in from television set owners who wanted to be called for the answers. It was a record."

Commercials are integrated into the program as much as possible, a Bristol-Myers tradition. "We prefer to dramatize them, to drift into the commercials," says Vice Presi-

(*Continued on page 82*)

Rehearsing for Mr. D. A. are three long-term stars of the cast (l to r), Len Doyle, Vicki Vola and Jay Jostyn, who plays the D. A.

10 SIGN AS SPONSORS OF DORSEY DISC SHOW

ALTHOUGH the new Tommy Dorsey disc m. c. show doesn't make its debut on WMCA New York until Sept. 3, ten clients already have signed for sponsorship of the series and almost a dozen additional accounts are at the point of signature, Banner & Greif, New York, handling publicity for the show, reported last week.

Among sponsors will be TWA, Oldsmobile, Crawford Clothes, Warner Bros. Corp., R. J. Reynolds Tobacco Co. for Camel cigarettes, Maryland Pharmaceutical, Piels Beer Co., Venida Corp. and Park Central Hotel. The contracts for Crawford Clothes and Warner Bros. are for 15 and 10-minute periods across the board, respectively, twice daily for 52 weeks. The remaining contracts are for participations.

Banner & Grief reported that with the success of the Dorsey show and the Andre Baruch-Bea Wain record show, WMCA is considering a plan which would present several more band leader personalities in similar programs.

George Biggar to Head Outlets in Cedar Rapids

GEORGE C. BIGGAR, who resigned last week as general manager of WIBC Indianapolis [BROADCASTING, Aug. 11], on Aug. 22 becomes general manager of the Cedar Rapids *Gazette* Company's new stations, KCRG and KCRG - FM, to get under way this fall. KCRG is assigned to 1600 kc fulltime with 5 kw. The newspaper's radio operations represent an investment of approximately $250,000.

Mr. Biggar

Mr. Biggar is a former director and assistant to the general manager of WLW Cincinnati. Prior to that position he had been with WLS Chicago since 1924. He is president of the Assn. of Indiana Broadcasters and chairman of Employe-Employer Relations Committee of the NAB Eighth District.

Paar to ABC

AMERICAN TOBACCO CO., New York (Lucky Strike Cigarettes), effective Oct. 1 begins sponsorship of *The Jack Paar Show* on ABC, Wednesdays, 9:30-10 p.m. Mr. Paar is currently being sponsored on NBC by Luckies as the Jack Benny summer replacement. Agency is Foote, Cone & Belding, N. Y.

Armstrong Renews

ARMSTRONG CORK Co., Lancaster, Pa., has renewed *Theatre of Today*, CBS dramatic program heard Saturdays 12 noon-12:30, for 52 weeks, effective Sept. 27, through BBDO, New York.

Television Coverage of 1947 World Series Planned by MBS and Gillette

1947 WORLD SERIES is likely to be a New York-Brooklyn series and if that happens the chances are good that it will also be the first World Series to be covered from beginning to end by television. Chances are also good that the video coverage will include every video station within reach of New York by coaxial cable or radio relay, with Gillette Safety Razor Co. as sponsor.

Gillette, which for nearly a decade has sponsored the series broadcasts, and Mutual, which has carried them, have been given first chance at the video rights by baseball's high commissioner, Albert B. (Happy) Chandler. Speaking at a press dinner last spring, when Presidents Edgar Kobak of MBS and J. P. Spang Jr. of Gillette jointly announced that Gillette and Mutual would broadcast the series through 1951. Mr. Chandler said that their investment in the series broadcasts through the years entitled this sponsor and network to first consideration in television.

As the likelihood of a New York series has increased, that city's television broadcasters have avidly sought the privilege of taking the play-by-play sight-and-sound series report to the viewing public. Mutual, having no video outlets of its own at the moment, was inclined to select WABD, station that has telecast through the season the games of the New York Yankees, virtually certain winner of the American League pennant. WABD also has the virtue, to MBS, of being owned by Allen B. Du Mont Labs and not by another network, as New York's other two video stations are. But both Mutual and Gillette appreciated the argument that the first World Series should be available to the widest possible audience and that adding all possible television stations would increase the sponsor's radio-video bill only a small per cent.

Before the series can be televised, however, several points have to be settled. First, the Yankees and Dodgers (or Giants, who are seven games behind but still have a fighting chance to be National League leaders) must win their pennants to keep the series in one city. If St. Louis (3½ games behind the Dodgers) or Boston (7½ games behind) cops the pennant, the whole series could not be televised directly for any one audience, although both New York and St. Louis could handle their end locally all right.

Second, when and if the Yanks and Brooks do win, Commissioner Chandler must rule on television. And before he does that he must consult with the club owners, some of whom have expressed a disliking for television on the ball parks for fear of its possible adverse effect on gate receipts.

But the odds are that when early October rolls around the series will be played in New York, will be televised as well as broadcast, will be sponsored by Gillette.

Option on Thursday ABC Period for Illinois Firm

ELGIN-AMERICAN CO., Elgin, Ill. (compacts, cigarette cases), has taken an option on the fall Thursday 9:30-10 p. m. period on ABC, with a view to sponsoring a musical program. Contract negotiations, according to Marvin Mann, radio director of Weiss & Geller Inc., Chicago, were being held last week in New York, where program will originate.

Auditions featuring Buddy Clark, singer, and Ray Bloch and his orchestra have been concluded. Program would also include a female vocalist.

Advertiser also reportedly is interested in *Leave It to the Girls*, MBS sustainer, but it has taken no option on network time.

Drawn for BROADCASTING by Sid Hix

"All it says is 'Here's my pop's top like you asked for on the radio—send the atomic flashlight to Bobby . . .'"

Joan Davis Co-op

RALPH HATCHER, of the CBS co-op sales division, said last week that the network is negotiating for the co-operative sponsorship of the *Joan Davis Show* "and other programs." *Joan Davis Show* was last heard in the fall on NBC.

14 More MBS Affiliates Buy Fulton Lewis' Show

FULTON LEWIS JR., MBS Washington commentator, has been sold on 14 additional MBS affiliates, bringing his total to 288 MBS stations, it was announced last week by B. J. Hauser, director of co-ops for the network. Addition of the new markets represents sponsorships of Mr. Lewis by 350 local advertisers.

Among stations included in the recent local sales are WLAY Muscle Shoals, Ala.; WWNR Beckley, W. Va.; KRIO McAllen, Tex.; KDB Santa Barbara, Calif.; KOOL Phoenix, Ariz.; WBCA Schenectady, N. Y.; KTFS Texarkana, Ark.; WLOS Asheville, N. C., and KPOW Powell, Wyo.

Borden Seeks New Show; Drops 'Arthur's' Place'

BORDEN CO., New York (dairy products), with completion of current 13-week cycle, on Sept. 12 discontinues weekly CBS *Arthur's Place*. Sponsor reportedly has been unhappy with both show and rating, and advised Kenyon & Eckhardt, New York agency servicing the account, to submit another program, preferably musical.

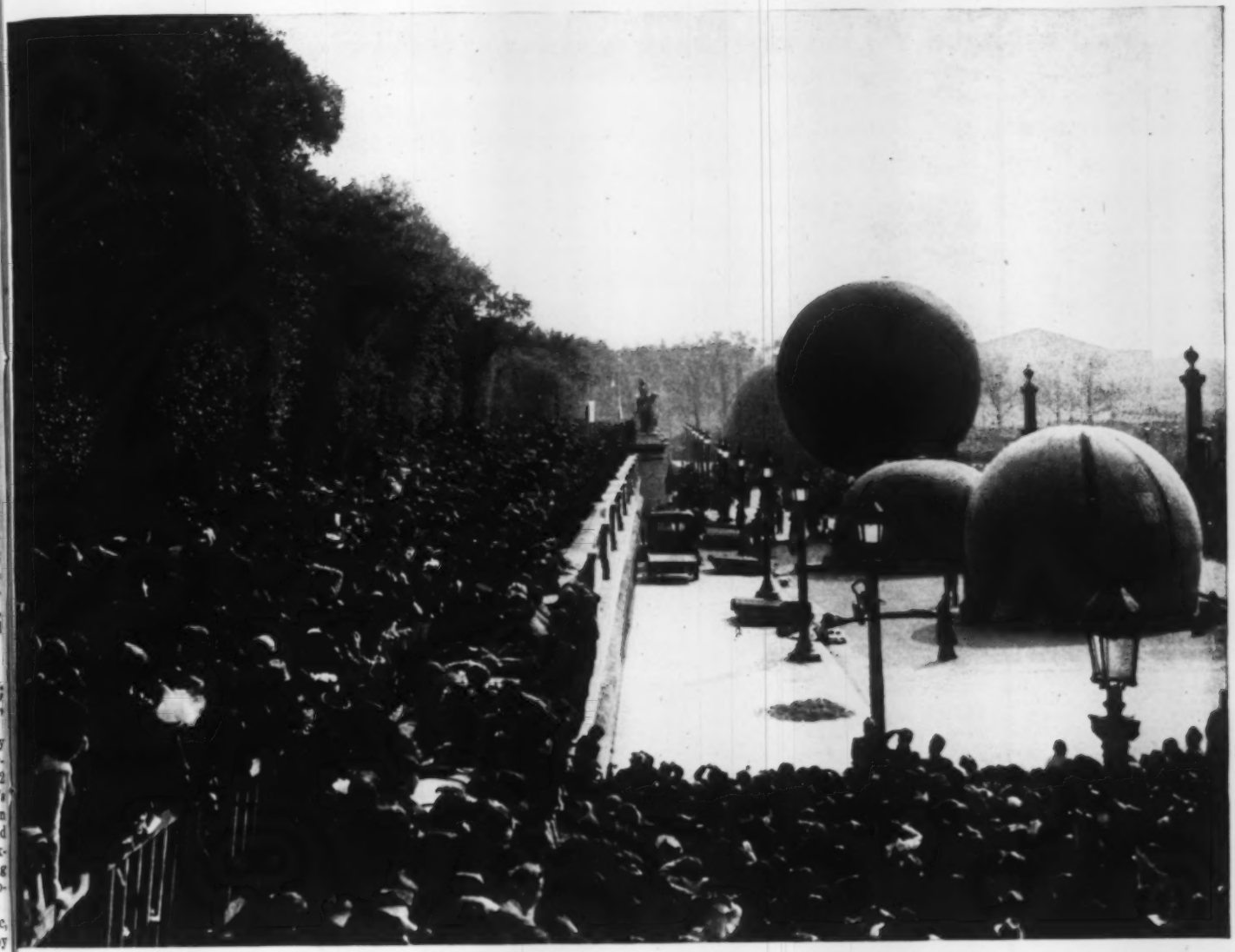
Arthur Moore, starring comic, was replaced a few weeks ago by Jack Kirkwood, and since then Mr. Moore has been concentrating on production.

Swift on NBC

SWIFT & CO., Chicago, has contracted to sponsor *Meet the Meeks*, new family comedy-drama, to be aired Saturdays, 10-10:30 a. m. (CST), over 161 NBC stations beginning Nov. 8. Chicago-originated, show will be written and directed by Les Weinrott of L. A. Weinrott & Assoc., Chicago, with product "Allsweet" (oleomargarine). Additional series will give Swift & Co. full hour on Saturday. Contract is for 52 weeks. Agency is J. Walter Thompson Co., Chicago.

Army Sponsors

U. S. ARMY Recruiting Service will sponsor ABC's broadcast of the football game between the Eastern College All-Stars and the New York Giants to be played at New York's Polo Grounds the evening of Sept. 3. Harry Wismer will do the play-by-play description for ABC. N. W. Ayer & Son Inc., New York, is the agency.



Balloon race

That picture was shot in the Place de Concord on April 21st. It was the first post-war revival of a favorite French sport.

As you probably know . . . the balloon that goes farthest before being forced down wins.

That winning requirement applies to a lot of things. Not the least of which, to us, is radio. Down here in Baltimore, there are as many stations as there are balloons in that picture—five! Look again! See?

And it is W-I-T-H, the successful independent, that goes furthest to win for you. It is W-I-T-H that delivers more listeners-per-dollar spent than any other station in town!

If you want to win in the air in Baltimore—W-I-T-H belongs on that buying list!

W·I·T·H

AM and FM

BALTIMORE 3, MD.

Tom Tinsley, *President* • Headley-Reed, *National Representatives*

Revised White Bill Suggested by NAB

Changes in Sec. 326 Among Proposals To Be Offered

FREEDOM OF SPEECH will be stressed in NAB's suggested revision of the White Communications Bill (S-1333), it was learned last week.

NAB is preparing a complete new bill to be presented at the NAB Atlantic City Convention opening Sept. 15. Heart of the proposed bill is section 326—referring to a similar section in the present act—which lays down limitations on the FCC's authority over program content.

The NAB version of Section 326 could best be called the "anti-Blue Book" section. It eliminates almost half of the wordage of the present bill and much of the language substituted by Sen. Wallace White (R-Me.), chairman of the Senate Interstate Commerce Committee and co-author of the act under which broadcasters currently operate.

Herewith is the text of the NAB proposed amendment, including the original version.

It was around this section that the bitterest debate took place during hearings this summer on the new White Bill. The NAB and witnesses for the industry in general took the position that radio is not unique in the communications field as far as it is concerned with freedom of speech. In this respect, argued NAB President Justin Miller, radio should be accorded the same privileges and protections guaranteed to newspapers and periodicals.

This stand was opposed by the Senate Committee almost to a man. Senator White warned broadcasters that he was in sharp disagreement with their position and that whatever amended version of his bill he might present for the next session would continue the existing provisions which currently treat radio as a means of communication separate from the press.

Viewpoint Opposed

Other Committee members went so far as to label the broadcasters' point of view as "silly." They said that since radio "obviously" must continue to be licensed by the government in the first place, it must of necessity be guaranteed by the government to operate in the "public interest, convenience and necessity."

The controversy threatened to create a split between the Senate and the House, where the broadcasters' viewpoint seemed assured of a more favorable reception. A powerful radio subcommittee of the House Interstate and Foreign Commerce Committee reportedly is planning to open its own hearings next session on a House bill—presumably to be patterned after the NAB proposal.

The House Committee was formed during the last session with Rep. Evan Howell (R-Ill.) as chairman. Mr. Howell, however, has accepted appointment to the Federal bench and is expected to be replaced by Rep. Leonard Hall (R-N. Y.).

Before Mr. Howell received his appointment he gave notice that he recognized the controversy and would seek a bill which would be acceptable to broadcasters, the FCC and Congress [BROADCASTING, June 30]. Mr. Howell apparently took a more liberal view of the broadcasters' repeated assertion that radio was becoming more and more an "electronic printing press" which would develop along lines bringing it closer to the press in function. It was pointed out that eventually the people may be receiving their daily papers by facsimile.

News Identification

Another sore point with broadcasters, especially those in the news field, was provision in the original White Bill for identification of sources in news broadcasts. This is contrary to established news procedures and was vigorously protested during the hearings on the bill. It is almost certain that there will be no such provision in the House bill when it comes up next year.

There was still hope for change in the White Bill itself, however. Senator White declared at the opening of the hearings that he did not regard his first version as a finished product but rather as a "lightning rod" [BROADCASTING, May 26].

Text of the NAB's Proposed Amendment [326]

Legend: 1. [Language of Act eliminated by bill]
2. (Language added by bill)
3. *Language in italics suggested to be added*
4. **Language in bold face suggested to be eliminated**

326(a) Nothing in this Act shall be understood or construed to give the Commission the power [of censorship over the radio communications or signals transmitted by any radio station] *or any supervisory power* (to regulate the business of the licensee of any radio broadcast station, **unless otherwise specifically authorized in this Act.)**

326(b) (The Commission shall have no power to censor, alter, or in any manner affect or control **the substance of** any material to be broadcast) by any radio (broadcast) station, (licensed pursuant to this Act) and no regulation, or condition, *order, opinion or report* shall be promulgated or [fixed] (imposed) *or issued and no action shall be taken by the* Commission which shall interfere *directly or indirectly* with the right [of free speech by means of radio communication] *as guaranteed by the Constitution of the United States* **and duty of the licensee of any such station to determine, subject to the limitations of this Act, the character and the source of the material to be broadcast: Provided, That nothing herein contained shall be construed to limit the authority of the Commission in its consideration of applications for renewal of licenses to determine whether or not the licensee has operated in the public interest.** [No person within the jurisdiction of the United States shall utter any obscene, indecent, or profane language by means of radio communication.]

'Blue-Booked' WTOL Granted Renewal

Station Was Originally Among Seven Cited By FCC

By RUFUS CRATER

FCC's Blue Book turned a shade paler last week.

The Commission granted WTOL Toledo's 33-month-old license renewal application, one of the seven originally set down for hearing on Blue Book program issues.

The Toledo station was the fourth to get a regular renewal, out of the original seven. None has been denied. Two—KONO and KMAC San Antonio—have been heard and are awaiting decision. One—WBAL Baltimore—is awaiting hearing along with the rival application of Drew Pearson and Robert S. Allen, who are seeking WBAL's clear-channel facilities.

The opinion reviewing the WTOL case was adopted by only two Commissioners: Paul A. Walker and Rosel H. Hyde. Chairman Charles R. Denny and Comrs. E. K. Jett and E. M. Webster concurred in the result but took no stand on the opinion, apparently favoring a simple order granting renewal without issuing any opinion. Comr. Clifford J. Durr, FCC's leading exponent of Blue Book principles, did not participate.

The decision, reached at the July 28 Commission meeting at Atlantic City where Messrs. Denny, Jett and Webster are attending the International Telecommunications Conference, was announced last Wednesday. It granted renewal on the strength of changes which have been made affecting WTOL's programming and of station promises that improvements will be made. It did not undertake to say what the Commission's attitude would have been if no program changes had been made or promised.

The decision declared:

Text of Decision

On the record we conclude that the basic reasons for the program situation that existed at WTOL were, first, failure of the owners of the licensee to participate in or closely supervise the day-to-day operations of the station; second, employment of a general manager in complete charge of day-to-day operations on an incentive pay contract under which the manager's income was directly related to the amount of gross sales; third, preoccupation of the management and owners with the commercial functions at the expense of the programming and service functions of the station; and, fourth, failure of the owners to insure that program and sales functions should be segregated, and that control of the program structure should be divorced from employes whose primary functions were the sale of commercial time.

We further conclude from the record, however, that in recent months the owners of WTOL have made a real and energetic effort to correct the situation that existed, and to make changes in the internal set-up at the station that should tend in the future to prevent a relapse into the practices that existed prior to March 1946.

This effort has borne fruit to date, as evidenced by the station's program record during the months of May to December 1946. The applicant's officers have testified that the record made during this period will be continued or improved upon; that, in the future the principle of ownership-management will be adhered to; that all commercial contracts will be subject to the approval of the program director and the managing director as representative of the board of directors, with due attention being given to the effect of commercial program or announcement upon the overall program structure and that no person connected with the programming of the station will be compensated on an incentive pay basis.

It was pointed out that WTOL had revised its departmental organization, eliminating incentive pay for the manager and separating program from sales functions, and that in March 1946—the month of the Blue Book—new program policies were adopted. The average amount of commercial time dropped from 80.70% for the composite week of 1945 to 68.79% for the period from May to December 1946, the Commission noted.

WTOL is controlled (70%) by President Frazier Reams, Toledo attorney, with Morton Neipp, Thomas S. Bretherton, and Glenn H. Reams owning 10% each. FCC pointed out that for several years the general manager, Arch Shawd, was employed on a contract entitling him to 5% of the first $6,000 gross sales each month and 10% of the excess. The station's

(*Continued on page 92*)

TERRIFIC IMPACT for TELEVISION

A recent single issue of the St. Louis Post-Dispatch carried 17,494 lines—almost eight full pages—of paid advertising from manufacturers, distributors, department stores and other retail outlets selling television receivers. The spark which ignited the fuse for this concerted promotion effort was the dedication of KSD-TV's new 20,000-watt transmitter and 546-foot antenna-tower.

Never before in St. Louis' history has a new industry been accorded such extensive support and recognition by any group of advertisers at one time, in one medium.

Here indeed is PROOF POSITIVE . . .

1. **That St. Louis is definitely an ESTABLISHED television market.**

2. **That St. Louis retail advertisers are fully aware of television's effect on their CASH REGISTERS.**

3. **That television receiver manufacturers recognize the IMPORTANCE of the St. Louis market.**

4. **That KSD-TV has done an impressive job of television PROGRAMMING and PROMOTION during its first six months on the air.**

5. **That KSD-TV is ready to work with advertisers in ALL FIELDS who recognize the advantages of getting in on the ground floor of what is destined to be one of the world's greatest media for selling merchandise and services.**

St. Louis' geographical location in the center of the rich middle-west, and St. Louis' acknowledged reputation for economic stability, product-loyalty and high purchasing power make the area served by KSD-TV the nation's NUMBER ONE TEST MARKET FOR SELLING BY TELEVISION.

The combination of St. Louis' enthusiasm for television, KSD-TV's accumulated know-how, and KSD-TV's exceptionally low rates offers an outstanding opportunity for advertisers to start using television effectively RIGHT NOW. For details regarding schedules and availabilities, write or call KSD-TV or Free & Peters, Inc.

Lea Slated for NAB Meeting Agenda

Labor Legislator Joins Atlantic City List Of Speakers

By J. FRANK BEATTY

REP. CLARENCE F. LEA (D-Calif.), who winds up a 32-year Congressional career when the 80th Congress ends next year, will join an all-star speaking cast on the opening day of general sessions (Tuesday) at the NAB Convention in Atlantic City Sept. 15-18.

The noted legislator, whose career is topped by the Lea Act which he piloted through Congress last year, will take part in a convention that will break all NAB records for attendance. The appearance will give the industry a chance to pay tribute to his legislative achievements.

Rep. Lea

High spot of the Wednesday luncheon meeting will be an address by FCC Chairman Charles R. Denny [CLOSED CIRCUIT, Aug. 4]. Mr. Denny's appearance was a leading feature at the 1946 convention in Chicago, where he pronounced his famous "Blue Book won't be bleached" doctrine.

Others thus far scheduled to talk on Tuesday, the opening day of general sessions, are President Justin Miller, who will deliver his keynote speech, and Emilio Azcarraga, owner of XEW and XEQ Mexico City and head of the Mexican delegation at the Atlantic City telecommunications conference. A representative of the Canadian Assn. of Broadcasters has been tentatively slated for the opening day, which will wind up with the annual banquet.

When NAB closed the books on advance $27.50 registrations last Friday over 1,100 had taken advantage of the special rate. This equaled the entire advance registration just prior to opening of the Chicago convention last October. With another four weeks remaining before the convention opens, pre-convention registrations at the regular $30 fee are expected to bring the total close to 1,500.

C. E. Arney Jr., NAB secretary-treasurer and manager of the convention, moved his headquarters last Wednesday to the Ambassador Hotel, Atlantic City. Mrs. Ella Nelson, his secretary, was scheduled to join the convention headquarters staff today (Aug. 18).

Judge Miller is spending part of his time at Atlantic City but will be at Washington NAB headquarters frequently. A. D. Willard Jr., executive vice president, will remain in Washington until shortly before the convention.

Four Special Clinics

Agendas for the four special clinics to be held Monday, Sept. 15th—sales, engineering, program and employe relations—were about complete last week. Harold Fair, Director of Program Dept., announced a revised list of participants in the program panel. Each of the four panels requires a special $5 registration, which includes lunch.

Not yet selected for the program agenda is the opening speaker, who is to discuss obligations and objectives of program managers. Sydney Kaye, BMI general counsel, will discuss fundamentals of copyright, covering meaning of contract provisions, rights and liabilities under contracts, how to avoid infringement and what program managers can and cannot do.

Edgar Bill, WMBD Peoria, a member of the Program Executive Committee, will be moderator of a panel on public interest programming. Taking part will be Bill Bryan, formerly of KOMA Oklahoma City and since July 1 manager of a new station authorized at Durant, Okla., as well as director of Eastern Oklahoma Broadcasting Corp., Muskogee AM applicant. Other member of the panel will be Edward Byron, head of Byron Productions Inc.

Farm service programming will be discussed by a panel from the NAB Farm News Editors Committee. Moderator will be Herb Plambeck, WHO Des Moines, committee chairman.

The program and sales clinics will be merged for a luncheon session to be addressed by Gordon Gray, WIP Philadelphia; Barbara Wells, WOR New York, and Harold Fellows, WEEI Boston, an NAB board member, who will discuss how to build programs for sale.

At the afternoon program ses-

(*Continued on page 83*)

BREEN IS NAMED HEAD IOWA TALL CORN NET

EDWARD BREEN, of Fort Dodge, Iowa, has been named new president of the Iowa Tall Corn network at elections Aug. 9, at Arnold's Park, Iowa. Mr. Breen is head of the Northwest Broadcasting Co., which owns and operates KVFD Fort Dodge.

Vice presidents elected and their network duties were: Morgan Sexton, KROS, Clinton, station relations; Ben Sanders, of KICD Spencer, programs; Ken Gordon, KDTH Dubuque, engineering; George Volger, of KWPC Muscatine, secretary-treasurer, and George Webber, Des Moines, sales manager.

The Iowa Tall Corn network is made up of 15 Iowa stations.

FMA Convention May Feature Sponsored FM Network Show

FIRST sponsored program on an extended FM network may be broadcast as a feature of the FM Assn. national convention to be held Sept. 12-13 at the Roosevelt Hotel, New York.

Continental network, a hookup extending from the East Coast into the Midwest, will carry the sponsored broadcast. Name of the sponsor has not been divulged. FMA is planning special ceremonies in connection with the event and plans to have a speaker of outstanding industry importance take charge of the formalities.

As the first FM network, Continental has been operating with a weekly broadcast since last winter. Most programs have been keyed from WASH Washington, operated by Everett Dillard, FMA vice president. Its stations are connected by landlines, special relays and straight rebroadcast of signals taken off the air from other FM stations.

FMA had some 200 advance registrations last Thursday for the New York convention, according to Bill Bailey, executive director. Anticipating more than 500 delegates, FMA has arranged for accommodations at two additional hotels, Ambassador and Commodore.

Registration fee of $20 for the two days covers Friday luncheon and banquet. Saturday sessions will list a half-day, with the board scheduled to meet Saturday afternoon.

A side meeting Friday morning will be attended by timebuyers and sponsors, with Jack Winer, president of Dynamic Stores Inc., leading the discussion. Other members of the panel have not been announced.

The list of convention speakers includes M. F. Balcom, Sylvania Electric Products, president of Radio Manufacturers Assn. Justin Miller, NAB president, had been invited as a special guest but will be unable to attend because of conflict with other meetings, including the Sept. 15-18 NAB convention at Atlantic City.

A feature of the FMA convention will be a demonstration of FM's fidelity by Ira Hirschmann, WABF New York, and Dr. Edwin Armstrong, inventor of FM. This will include a two-piano performance from the platform and via FM transmission.

FMA will elect four directors who complete one-year terms along with association officers.

Proceedings will open Friday morning with an address by President Roy Hofheinz, KOPY Houston. Mr. Bailey will address the

(*Continued on page 79*)

Universal Network Plan Turned Down

However, Proposal Not Dead, Says State Dept. Official

INTERNATIONAL RADIO NETWORK was turned down at a Paris conference of experts due mainly to the opposition of national radio interests of a number of countries, including Britain, it was learned last week [BROADCASTING, Aug. 11].

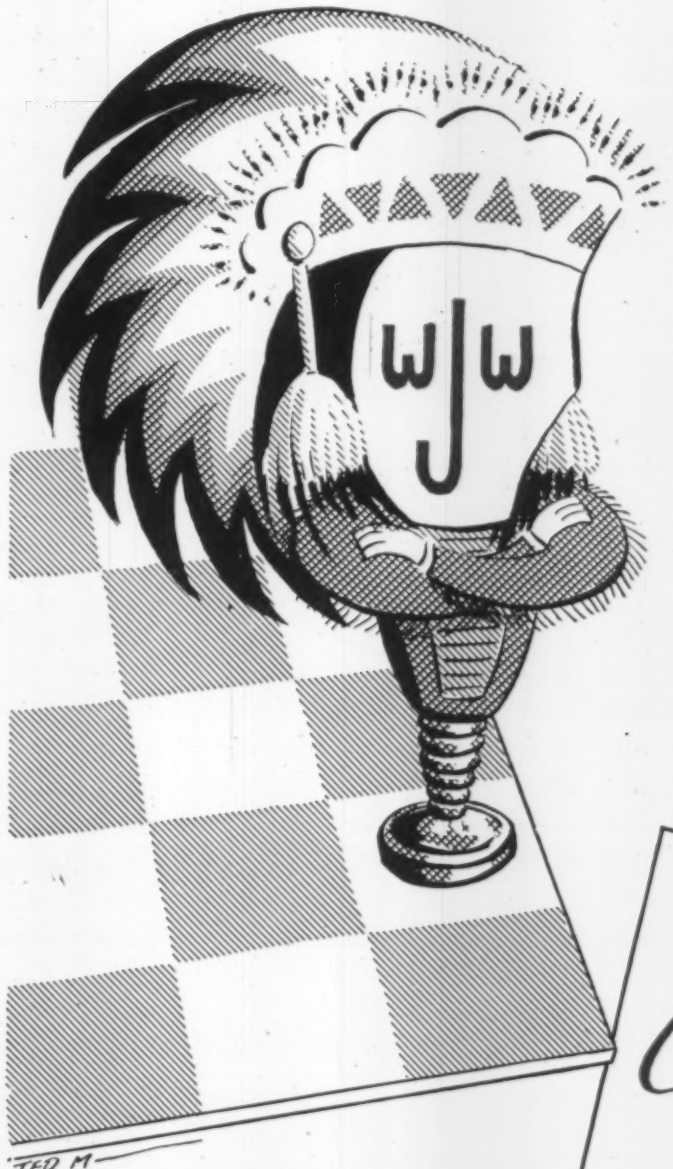
Lloyd Free, Special Assistant to the Secretary of State and American representative at the conference, declared, however, that he had succeeded in keeping "the door open" for consideration of such a radio network. This was accomplished, he told BROADCASTING, by getting the conference to adopt "radio program policies" involving exchange of information between member nations of the United Nations Educational, Scientific and Cultural Organization, and talks on national radio systems by international radio personalities.

Mr. Free said that one stumbling block in the path of organization of an international radio network was the fear by participating countries that such an organization might compete with domestic systems. He said the importance of international radio is not yet generally recognized in spite of the fact that a number of major countries and many smaller ones have large budgets for international broadcasting.

Although the network envisaged by the United States delegation would cost about $8,000,000 for installation and about $500,000 to $750,000 a year to operate, costs were not brought up at the Paris conference, nor was there any likelihood that the cost would become the subject of any considerable discussion in the near future.

FOR LEADING San Francisco stations in the amount of contributions sent in by listeners during the 1947 fund raising drive of the American Cancer Society, KSFO receives this year's trophy from the society. Paul Hoover (r), chairman of the 1947 drive, awards the trophy to Don Anderson, KSFO public interest director, as Mrs. Emil Brisacher, county commander, American Cancer Society and wife of Brisacher, Van Norden and Staff advertising agency president, looks on.

your Best Move for...



Greater Sales!

Here's a good move for you. Use Cleveland's Chief Station and win bigger sales!

Cleveland listeners have made their move. The recent Cleveland Press Radio Poll gives WJW more firsts in listening popularity than any other Cleveland station.

Now . . . for increased sales and greater profits . . . it's your move!

CLEVELAND'S *Chief* STATION

WJW delivers more daytime listeners per dollar than any other Cleveland station.

BASIC
ABC Network
CLEVELAND, O.

WJW

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

WSGN

AGAIN

FIRST*

MORNING*

AFTERNOON*

NIGHT*

IN

BIRMINGHAM

ALABAMA'S BEST *BUY* FAR!

WSGN

THE NEWS - AGE - HERALD STATION

BIRMINGHAM 2, ALABAMA

Represented Nationally By Headley-Reed

(* Hooper June-July Report)

Block Time Sales Incidents Evoke a Warning From FCC

BROADCASTERS were warned by FCC last week not to enter into advertising contracts—or any others—which would limit their authority over the operation of their stations.

The Commission cited a 1940 decision to emphasize that they, and no one else, are responsible "for all program service and may not delegate [their] ultimate responsibility for such to others."

The warning was hinged on reported recurrences of an old FCC anathema: "block time" sales. The Commission said it had received reports that "several" stations had sold time directly to advertising agencies who re-sold it to participating sponsors, arranged the programs, selected the talent and in some cases used their own studios for the broadcasts.

FCC asserted that "in at least one case the contract in terms provided that the advertising agency should take over the commercial management of the station."

Commission spokesmen said there were "about three" known cases of "block time" sales recently, mostly among new licensees or permittees, but that in each case the contracts had been terminated before they came to Commission attention. Ironically, according to FCC officials, the first complaint came from one of the advertising agencies involved, after its contract had been cancelled voluntarily by the station.

The Commission noted that under the Communications Act FCC must give written approval before the rights and responsibilities of a broadcast license may be transferred. It warned that "arrangements" which it considers questionable "will therefore be carefully scrutinized by the Commission to determine whether they involve surrender of the licensee's responsibilities."

Text of FCC's warning:

The Commission recently received information concerning certain contracts that were entered into between several licensees and permittees of radio broadcast stations under which broadcast time was sold directly to an advertising agency; the latter in turn sold this broadcast time to participating sponsors, arranged the programs for certain periods, selected the talent when used, and, in some instances, used its own studios for the production of programs which were carried by remote control to the transmitters of the broadcast stations in question; and in at least one case the contract in terms provided that the advertising agency should take over the commercial management of the station.

Upon investigation, it appeared that none of the above-mentioned contracts had been filed with the Commission, nor had the stations involved in such contractual arrangements requested the Commission's consent therefor.

In connection with such contracts, or similar arrangements, whether of a formal or informal nature, the attention of all station licensees, permittees, and applicants is invited to Section 310(b) of the Communications Act of 1934, as amended, which prohibits the voluntary or involuntary transfer of a license or of "the frequencies authorized to be used by the licensee, and the rights therein granted," or the transfer of control of a licensee corporation, unless the Commission decides, on the basis of full information, that the transfer is in the public interest and so signifies in writing.

The Commission, in accordance with the foregoing provisions of the Act, has repeatedly emphasized that the licensee is responsible for the management and operation of the station in the public interest, and has required that this responsibility shall not be improperly delegated, whether by contract or otherwise, to another.

Thus, in Bellingham Broadcasting Company, 8 FCC, 159 (May 16, 1940), it was pointed out that "* the licensee of a radio broadcast station must be necessarily held responsible for all program service and may not delegate his ultimate responsibility for such to others." In numerous subsequent cases, the Commission has re-emphasized this principle.**

The requirement, therefore, that the station licensee shall exercise full and final responsibility for the operation of his broadcast station, and that he shall not divest himself, directly or indirectly, of the substantial measure of control necessary to fulfill it, is a basic feature of the Communications Act, and, as a matter of administrative practice, the Commission has constantly adhered to such requirement. Arrangements of the nature described above will, therefore, be carefully scrutinized by the Commission to determine whether they involve surrender of the licensee's responsibilities.

SCALING the heights of one of the 250-ft. Sky-Line towers of WKOW Madison, Wis., are Nelson Ross, station manager, and Mrs. Dorothea Knauf, dancing school instructor, who ascended the tower as a gag. She was nominated Miss Roadside Superintendent of 1947 when WKOW sent local businessmen membership cards in a Roadside Superintendents Club, inviting them to watch the towers being built. When towers were completed recently she insisted on taking a bird's eye inspection tour. WKOW has a grant for 10 kw on 1070 kc.

we packed a picnic for 3,000 Mailbaggers

ROSEMARY DAVIS
Postmistress of the WLW Mailbag Club

The WLW Mailbag Club held its annual picnic in Cincinnati on July 19.

That in itself is not unusual. The picnics have been held every year, except during the war, since 1933. Neither is it unusual that six states were represented by the nearly 3,000 members in attendance. Nor that many drove all night to be on hand . . . that entire chapters arrived by chartered bus. It happens every year.

What is unusual is the very nature of the club itself. Since its establishment by WLW in 1928, the membership has grown to more than 10,000 — with members in 43 states, Canada, England, Holland, Belgium, Sweden, Australia, New Zealand and India. Nearly one-third of the members are shut-ins and physically handicapped persons. The rest are persons who, like WLW, are interested in actively helping these shut-ins—to lend encouragement, create new interests, make new friends . . . anything to combat what otherwise might be a very dreary, neglected existence.

For its own part, WLW provides the Postmistress and two fulltime assistants, broadcasts a weekly Mailbag Club program, publishes a monthly Club newspaper, and has established a Craft Shop through which many members have become self-supporting by the sale of their handiwork.

To the best of our knowledge, this is the only club of its kind in existence with scores of chapters actively organized for the sole purpose of bringing sunshine and cheer into the lives of the less fortunate . . . which aids materially in the maintenance and livelihood of other unfortunates.

The history of the WLW Mailbag Club and its activities is truly heartwarming and real . . . a humanitarian project which The Nation's Station is indeed proud to have established and encouraged.

1922 WLW 1947
25 Years
CROSLEY BROADCASTING CORPORATION

Home Hunt Show

APARTMENT and home seekers in St. Louis have begun sponsorship of 15-minute segments of WIL's Saturday night *Dawn Patrol* program (11 p.m.-2:30 a.m.). Included in each segment are approximately 300 words of advertising in which the sponsor's type of business, size of his family, qualifications as a tenant and housing requirements are given. He is identified only by a phone number. Sponsors selected the late Saturday night hour to get across their message, a WIL spokesman said, because they believed the weekend midnight hour listeners could be expected to be in good spirits and "perhaps a little on the sentimental side." Story made page 1 of the *St. Louis Post Dispatch*.

Sporting Club Claims Video Helpful, Not Harmful to Boxing Gate Receipts

VEHEMENT denial that television was reducing gate receipts at major fights came last week from the Twentieth Century Sporting Club which books fights in New York's Madison Square Garden, heart of the U. S. boxing industry.

The denial was prompted by published reports that Twentieth Century's acting manager, Sol Strauss, was trying to cancel the club's video contract with NBC at the insistence of the Boxing Managers Guild of New York. The managers were said to be convinced that free television showings of important bouts at hundreds of bars and taverns in New York were a major factor in the shrinkage of recent Garden fight audiences.

A spokesman for Mr. Strauss declared there was no evidence that video was making inroads on fight attendance, and that in fact the opposite might be true. He said that Twentieth Century officials attributed dwindling gate receipts to a seasonal recession in fight attendance. Up to last week the Club's receipts at the Garden actually were ahead of last summer's, he disclosed, despite the fact that many more television sets are in use in the New York area this year than last.

The Twentieth Century spokesman said the attitude of the average fight fan toward video was that television was fine but that it couldn't quite replace the real thing — watching the fight itself. Those who ordinarily attended fights were still attending, he declared, along with many others who acquired their first taste for the squared circle through television.

An official of NBC Television said the network "has not been approached" by Twentieth Century about release from its video contract, and as for signing a new agreement after May, 1948, it was "still too early" to talk about that.

OUTSTANDING achievement in field of advertising brought awards for members of Los Angeles Junior Men's and Women's Advertising Clubs. On behalf of ABC and KGO San Francisco Norman Ostby (l), assistant to network's Western Division vice president, is presenting award to Margie Crawford, West-Marquis, Los Angeles, and Ray Cormier, Allied Adv. Agencies, Los Angeles. Award was made as result of effective traffic safety campaign conducted by the two clubs.

Believe It or Not...

Ripley

Bob Ripley's reputation has won for BELIEVE IT OR NOT a place in the literary Hall of Fame—Bartlett's Familiar Quotations. His cartoons appear in more than 300 newspapers. He has sold 1,500,000 books and made 40 movie shorts. This is the man you hire for a pittance—when you hook into the Bob Ripley Show—Monday through Friday 1:45-2:00 pm, EDT.

And in addition to the above, sponsors of "Believe It or Not" get frequent extra dividends—a four-color spread in the *American Weekly* (circulation over 9,000,000) in June, and a two-column picture story in *Look* (circulation over 2,500,000) in July, were a couple of recent ones.

Advertisers will recognize a valuable opportunity here almost as incredible as any Ripley fact: this program —network produced, mass circulation publicized, audience appreciated—is available for local sponsorship at local rates.

Since the program became available, 16 clients took advantage of the opportunity to associate their products and services with the popularity of Ripley . . . still available for other local sponsors, believe it or not. Ask us for details.

Believe It or Not

—is an NBC Co-operative Program

America's No. 1 Network

the National Broadcasting Company

A service of Radio Corporation of America

WRXW, New FM Outlet, Takes Air at Louisville

LAUNCHING of its new FM station, WRXW, has been announced by WAVE, Louisville NBC outlet. Operating on 95.1 mc with radiated power of 15 kw, station was scheduled to take the air Aug. 16.

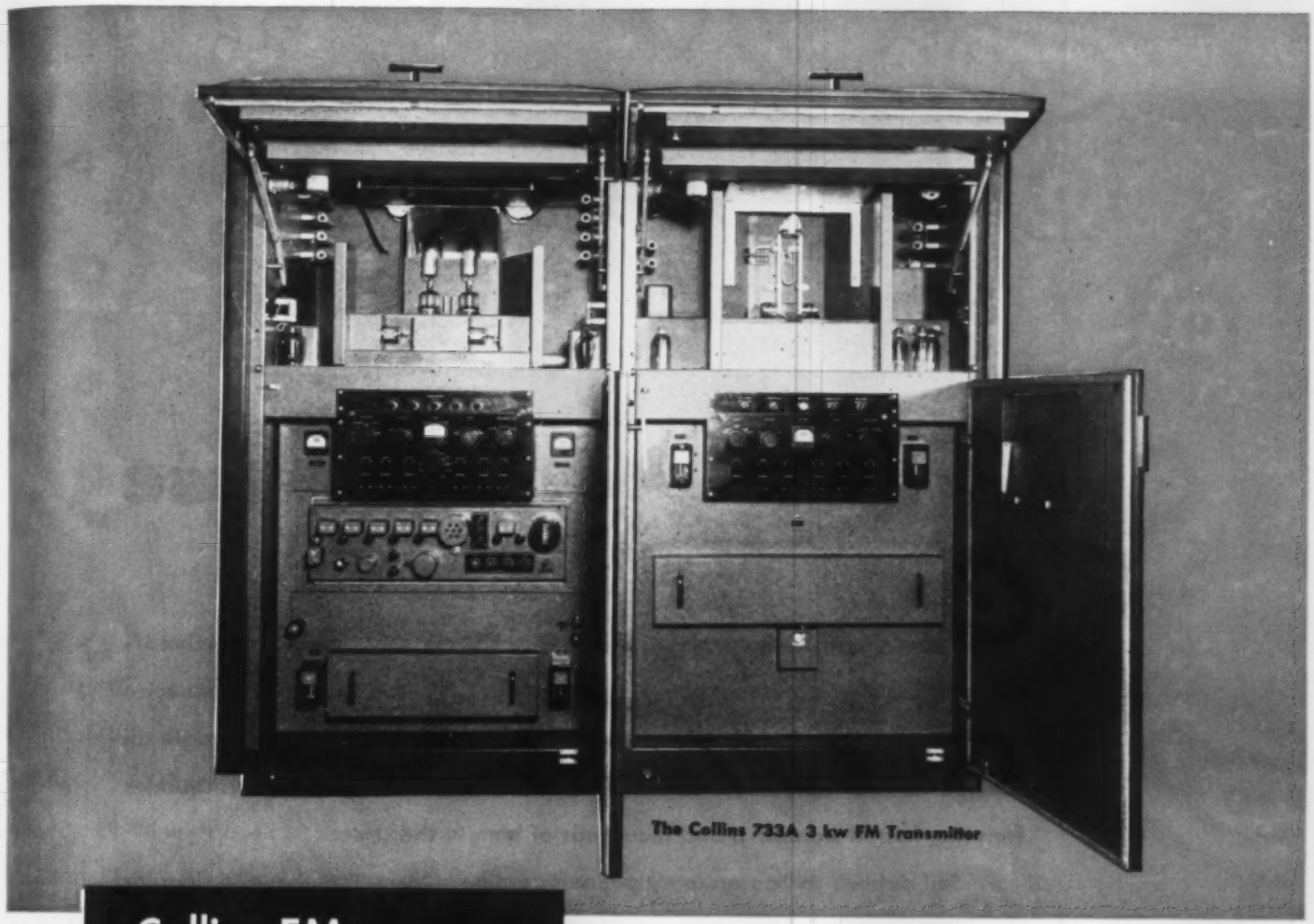
Interim operation hours are 3-10 p. m. daily, and the programming includes original shows, sports and 60 to 90-minute blocks of classical music.

WRXW's present schedule includes 23 hours of classical music a week, programmed by station's musical director, Miss Esther Metz, who was associated with the U. of Louisville music department before joining WRXW.

WHOW, 1-kw Daytimer, Takes Air at Clinton, Ill.

WHOW, new daytime regional in Clinton, Ill., commenced broadcasting Aug. 2 with 1 kw on 1520 kc. H. E. Rhea, formerly sales manager for RCA television broadcast equipment, is manager of WHOW. Other staff members include Fred Harrison, formerly with WJBC Bloomington, Ill., program director; Harold Trummel, previously with WIND Chicago and WSOY Decatur, chief engineer, and Verne Boylson, formerly with WMMJ Peoria, sales manager.

WHOW is owned by the Cornbelt Broadcasting Co. and represented nationally by Donald Cooke Inc.



The Collins 733A 3 kw FM Transmitter

Collins FM assures you of CONTINUED low cost operation

FEWER COMPONENTS . . . Collins FM transmitters are designed for the greatest possible economy *consistent with high performance and reliability*. Each stage performs its function completely and efficiently; thus the equipment requires a minimum of components. That's why there are only 26 tubes in the three kilowatt 733A, and only 10 tube types. Excluding power supply circuits, 9 of the 16 tubes used are of the receiving type. All tubes are operated well within their power ratings. The transmitting frequency is controlled directly by a quartz crystal, and no conversion or reference mechanisms are necessary.

HIGHER QUALITY . . . The superior quality apparent in the 733A contributes to its impressive, *substantial* appearance. Conservatively operated heavy duty components—the principal fact in safety factor—insure continuous operation. Quiet forced-air cooling removes heat from the cabinets. Sealed metal case capacitors, chokes, and transformers, together with rugged switches, sturdy relays and other circuit components, provide added reliability.

CONTINUED ECONOMY . . . In the 733A you get continued economy—through exact engineering a low initial cost—through efficient performance and dependability free from expensive "dead air," a profit-making low cost operation. See the Collins FM transmitters at your earliest opportunity. Let us send you an illustrated bulletin describing the 733A. We can supply your entire station requirements.

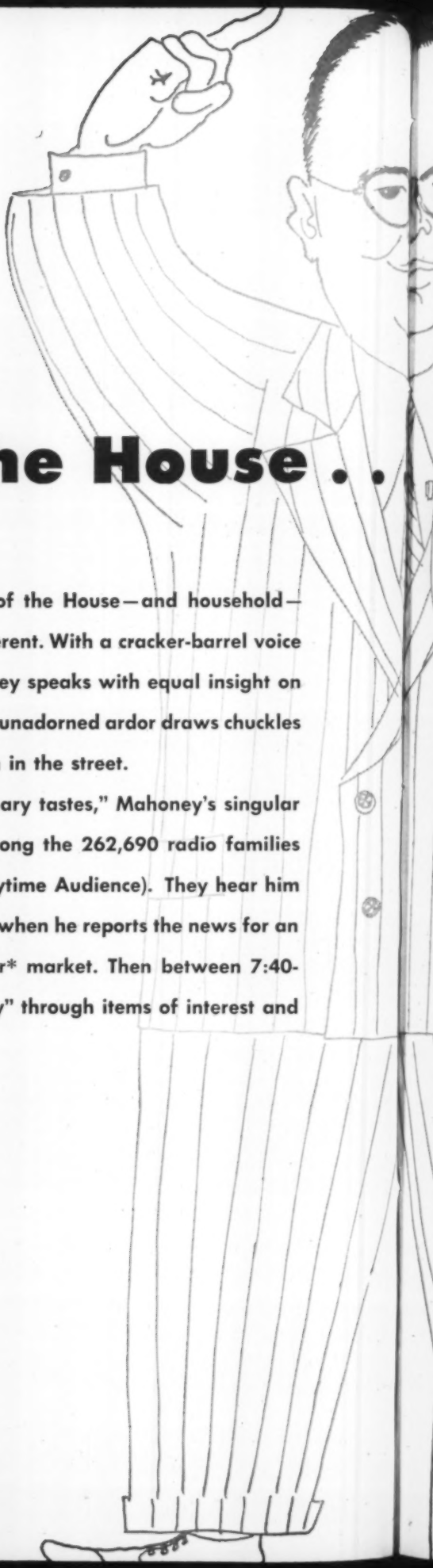
FOR THE BEST IN FM, IT'S . . .

COLLINS

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 West 42nd Street, New York 18, N. Y.

458 South Spring Street, Los Angeles 13, California

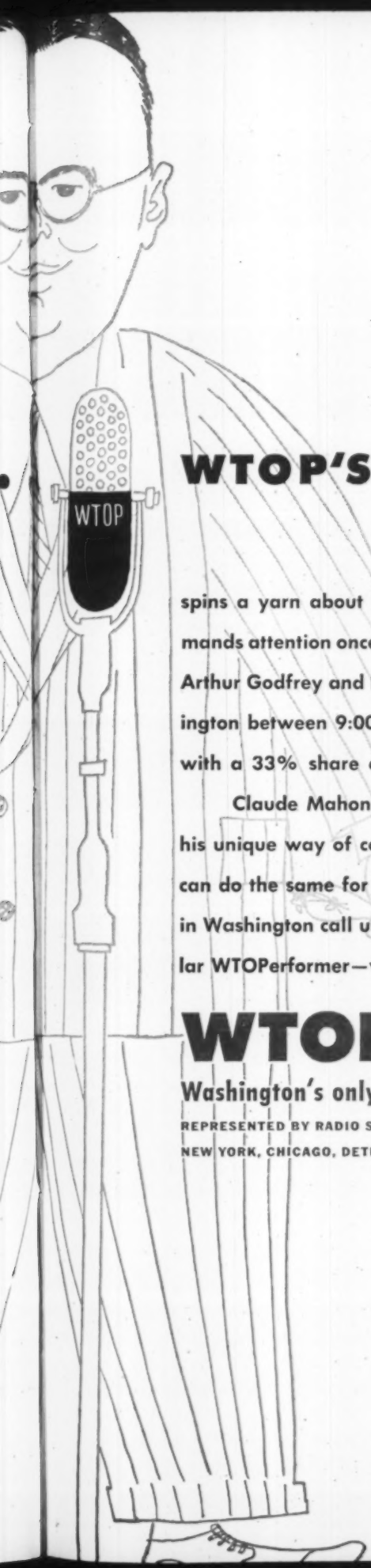


Speaker of the House . . .

When Claude Mahoney speaks, Members of the House—and household—*listen*. For as a capital newsman, Mahoney is different. With a cracker-barrel voice that's easy to listen to and hard to forget, Mahoney speaks with equal insight on national news or Maryland fried chicken . . . and his unadorned ardor draws chuckles from top-hatted statesmen and thousands of men in the street.

Self-defined as "an ordinary guy with ordinary tastes," Mahoney's singular delivery has built for him a capital franchise among the 262,690 radio families who listen *regularly* to WTOP (50-100% BMB Daytime Audience). They hear him first from 7:00 to 7:10 a.m., Monday thru Saturday when he reports the news for an army of early risers in Washington's billion-dollar* market. Then between 7:40-7:45 a.m., Mahoney meanders "Once Over Lightly" through items of interest and

*Retail Sales,
Sales Management Est. (1946)



WTOP'S CLAUDE MAHONEY

spins a yarn about his recent adventures. WTOP's "speaker of the house" commands attention once more from 9:10 to 9:15, Monday thru Friday, when he follows Arthur Godfrey and helps deliver the highest-rated quarter-hour of news in Washington between 9:00 a.m. and 6:00 p.m. (5.0 December-April 1947 Hooperating, with a 33% share of audience).

Claude Mahoney calls himself "an ordinary guy with ordinary tastes." But his unique way of covering the news gets him an extra-ordinary following. And can do the same for you. If you want to talk sales to an extra-ordinary audience in Washington call us or Radio Sales. WTOP's Claude Mahoney—or another popular WTOPerformer—will do a capital job for you.

WTOP Columbia Owned

Washington's only 50,000 watt station

REPRESENTED BY RADIO SALES, THE SPOT BROADCASTING DIVISION OF CBS.
NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO, ATLANTA

SOUTHWEST VIRGINIA'S PIONEER RADIO STATION

IN THE MOUNTAIN EMPIRE

They Listen to WDBJ

Covering 24.6 per cent of Virginia's total buying power.

HERE'S ONE REASON WHY

WDBJ's primary and secondary coverage areas encompass 59,740 farms, with average income over $1,800 in 1945. Many WDBJ programs, including a noon time instructional feature from one of the South's leading agricultural colleges —V.P.I.—are regularly broadcast for farm families.

WDBJ reaches the diversified market of Roanoke and most of Southwest Virginia where farming, railroading, mining, and other businesses provide steady year round sales. WDBJ's program service appeals directly to all segments of the population—an important reason why most of the 125,000 radio homes in our coverage area are most often tuned to WDBJ. Ask Free & Peters!

WDBJ

CBS • 5000 Watts • 960 KC
Owned and Operated by the
TIMES-WORLD CORPORATION

ROANOKE, VA.

FREE & PETERS, INC., *National Representatives*

KVER Albuquerque, N. M. On Air As MBS Affiliate

WHEN KVER, new Mutual affiliate in Albuquerque, N. M., took the air Aug. 3, it was welcomed not only by city's civic leaders and officials, but also by a group of radio, press and business representatives who flew down from Denver to participate in the dedicatory program, *Salute to Albuquerque*. Included in the group were Clarence Moore, KOA; Sheldon Peterson, KLZ; Mark Crandall, KFEL, and Betty Ann Lanigan, KMYR.

KVER, 250-w fulltime outlet on 1490 kc, is owned by the Intermountain Broadcasting Co., which also operates KSVP Artesia, N. M., and has a CP for KYLE Alamogordo, N. M. Known as the "Great West Net," the group is headed by S. V. Patrick, Albuquerque construction contractor, as president, and James C. Cole as general manager.

Bremer Plans Facsimile Broadcast Service in Fall

BREMER Broadcasting Corp., Newark, N. J., plans to begin facsimile broadcasting this fall, according to an announcement last week by President Irving R. Rosenhaus. The corporation is the owner-operator of WAAT and FM station WAAW and has a television station under construction.

Orders have been placed with Radio Inventions Inc. for facsimile transmitting-recording equipment. Equipment on order includes several demonstration recorders which will be put on display in prominent spots throughout the area.

Dial Elsewhere

WFMZ Allentown, new FM outlet, advises its listeners to tune in WJZ New York or WFIL Philadelphia Sunday evening while it puts on a musical program. The AM outlets carry *The Greatest Story Ever Told*. WFMZ says, "WFMZ regrets that it is unable to carry this program for you on FM . . . since we sincerely believe (it) is the finest broadcast on the radio today."

WFIL-TV Plans Regular Program Schedule Soon

ANNOUNCEMENT of the inauguration of regular program service on WFIL-TV, *Philadelphia Inquirer* video outlet, will come shortly, according to Kenneth W. Stowman, director of the station.

WFIL-TV began transmitting a test pattern on Channel 6 intermittently on Aug. 6, and five days later put its pattern on the air daily 8-9 p. m. and at intermittent times during the day. The pattern carries the station's call letters in the center with lines radiating to the margins. A drawing of the *Inquirer* tower makes up the background.

Launching of the test pattern transmissions marked completion of the WFIL-TV transmitter installation in the record time of 62 days, according to Mr. Stowman. Transmitter is on 18th floor of Philadelphia's Widener Bldg., and the three-bay super-turnstile antenna is on a tower atop the building.

OFFICIALS who negotiated purchase got together to look over program schedules as W. P. Fuller & Co., San Francisco paint manufacturers, began sponsorship a fortnight ago of six weekly five-minute newscasts on CBS Pacific Coast Network for 52 weeks. L to r: L. H. Markwood, advertising manager, W. P. Fuller & Co.; Hugh Thomas, account executive, McCann-Erickson, San Francisco office; Burton Granicher, Pacific Coast radio director, McCann-Erickson, and Wayne Steffner, CBS Pacific Coast sales manager.

What Do People Listen To in St. Johnsbury, Vt.?

The steady drip of maple sap in springtime. The comfortable clink of coins when maple syrup goes on sale. The ever-popular programs of WBZ, all year 'round.

WORLD CAPITAL of the maple syrup industry, St. Johnsbury is 180 miles NNW from Boston. Does this location put St. Johnsbury in the hinterland, radio-wise? No! WBZ's strong signal brings St. Johnsbury and hundreds of other New England communities "down to the coast" in radio fare.

Busy New England supplies the world with more tons of finished goods than ever before, yet depends on outside sources for 75% of its day-to-day necessities. Smart advertisers find it a sweet market, easily reached through *one* great medium, WBZ.

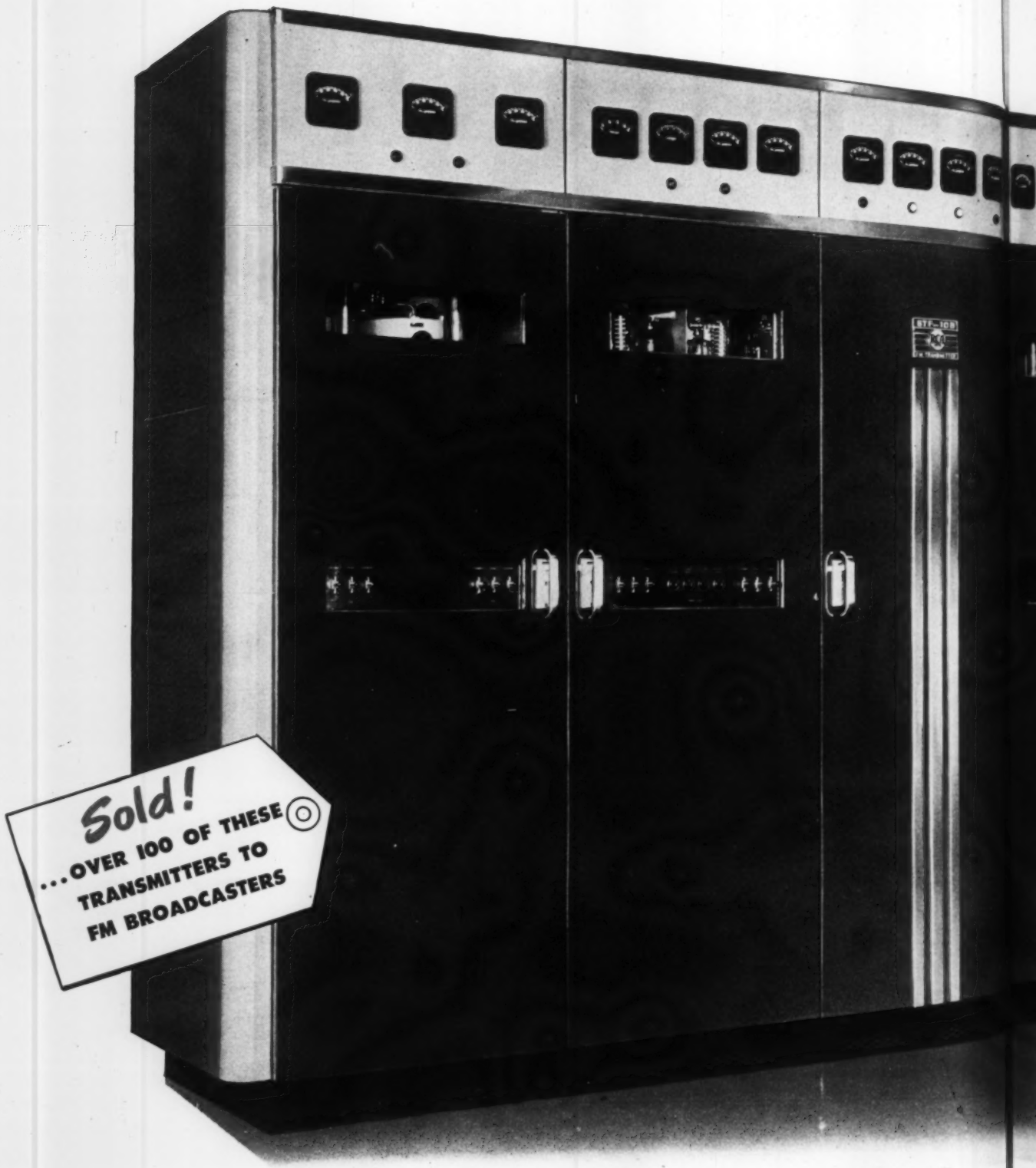
Ask NBC Spot Sales for availabilities and costs.

WBZ BOSTON

WBZA: SPRINGFIELD

WESTINGHOUSE RADIO STATIONS Inc
KDKA • WOWO • KEX • KYW • WBZ • WBZA
National Representatives, NBC Spot Sales — Except for KEX. For KEX, Free & Peters

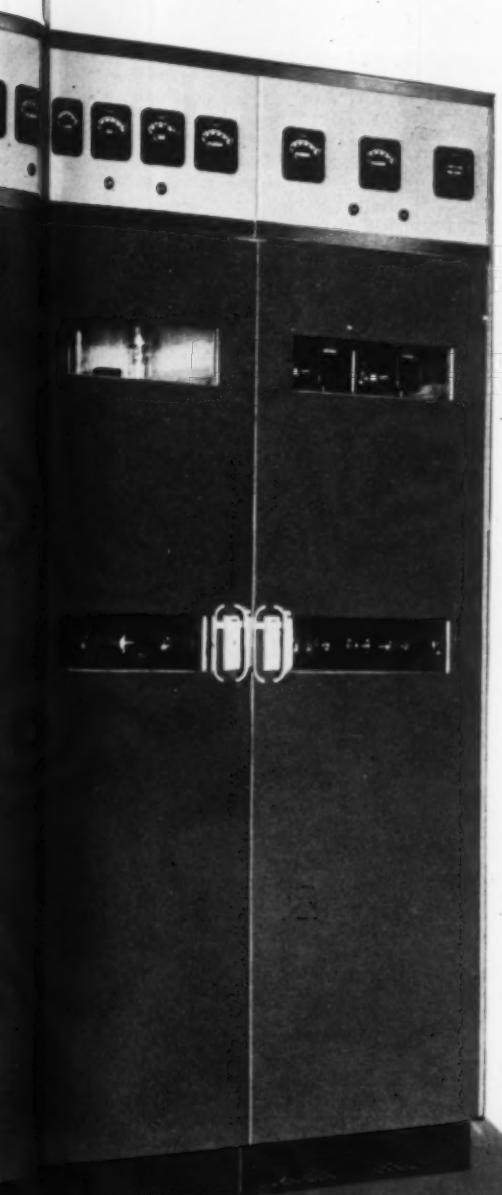
The revolutionary new 10-KW F



FM transmitter—

that saves you up to $1500 a year

Four important reasons why the BTF-10B costs less to run



Reason No. 1...It Uses Smaller, Less-Expensive Tubes. Because Grounded-Grid circuits are used throughout . . . in driver stages as well as final, the extra power of the driver stages (ordinarily wasted) automatically adds to the output of the power amplifier. Thus, the final power amplifier is not required to furnish as much power—and smaller, less-expensive tubes can be used in it.

Reason No. 2...It Uses Fewer Tubes. Because "Direct-FM" circuits are used in the exciter . . . and because one main rectifier supplies all high voltages, the BTF-10B uses substantially fewer tubes than most 10-kw designs. There are only 39 tubes, total. And only 23 of these are required for emergency operation. (The other 16 are control tubes whose failure will not take the transmitter off the air).

Reason No. 3...It Takes Less Power. Because it uses fewer tubes, because the final amplifier tubes are smaller (use less filament power), and because the amplifiers all operate at high efficiency, *the power consumption of the BTF-10B is only 22.5 kilowatts.*

Reason No. 4...It Requires Fewer Spares. Because the last three stages of this transmitter use the same type tube, the RCA-7C24, and because the overall number of tubes used is relatively small, the total *number of tube types required is only 14.* This greatly reduces the number of spares you must keep on hand.

Ask the RCA office nearest you to give you the figures which prove these claims

New York 20, New York
36 W. 49th Street,
Telephone: Columbus 5-3800

Cleveland 15, Ohio
718 Keith Building,
Telephone: Cherry 3450

Chicago 11, Illinois
666 N. Lake Shore Drive,
Telephone: Delaware 0700

Atlanta, Georgia
502 Citizens & Southern Bank Bldg.,
Telephone: Walnut 5946

Dallas 1, Texas
1907-11 McKinney Ave.,
Telephone: Riverside 1371, 72, 73

Los Angeles 14, California
621 S. Hope Street,
Telephone: Mutual 1103

San Francisco 3, California
1355 Market Street,
Telephone: Hemlock 8-300

Boston, Massachusetts
820 Metropolitan Bldg.,
260 Tremont Street,
Telephone: Hubbard 0123

Kansas City 8, Missouri
221 W. 18th Street,
Telephone: Harrison 6933

Washington 6, D. C.
1628 K Street, NW,
Telephone: District 1260

BROADCAST EQUIPMENT
RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

Virginians Feted

PRESENTATION of first World War II Victory and American Defense Medals to be issued in Virginia was broadcast over WMBG and WCOD (FM) Richmond Aug. 1. First Lt. Allan J. Phaup (r), WMBG program manager, was a recipient of the Victory Medal. He is congratulated by Lt. Col. Herbert E. Johnson, commanding officer of 61st Army Air Base Unit at Byrd Airport. Capt. Fred O'Connor (center), president of the Richmond chapter, Air Reserve Assn., received both of the medals.

NAB BOARD TO DISCUSS CHARGES AGAINST BMI

PERRY ALEXANDER, chairman of the BMI Small Publishers Committee, last week made public the reply of President Justin Miller of the NAB to Mr. Alexander's letter alleging abuses and discrimination within BMI [BROADCASTING, Aug. 11].

The text of Mr. Miller's reply:

"This will acknowledge receipt of your letter of Aug. 4, 1947. Needless to say, I am very much distressed by its contents. I have asked Mr. Haverlin to give me a full report on the matter and have placed it upon the agenda for the next meeting of the board of directors of the National Assn. of Broadcasters. Obviously, this is not a matter which can be allowed to go without full investigation."

Mr. Alexander also made public his reply to Mr. Miller, in which he reiterated his earlier charges against BMI.

Writers Guild Is to Inaugurate Annual Awards for Various Phases of Radio

ANNUAL AWARDS for excellence in radio production, acting and showmanship will be inaugurated by the Radio Writers Guild at a ball in New York's Waldorf-Astoria Hotel late in February, the RWG announced last week.

They will be known as "Golden Mike Awards," according to Howard Teichmann, chairman of the RWG's Ball and Awards Committee. Miniature, gold-plated replicas of a microphone will go to the best shows in such categories as comedy, variety, documentary and children's programs. Actors, directors and sound-effect men also will be honored.

According to Mr. Teichmann, nominations for the RWG awards will be made by representatives of the networks, advertising agencies and radio guilds. In addition to the classifications named, they will be asked to indicate their choices for best master of ceremonies, male singer, female singer, commentator, actor, actress, supporting actor and actress, comedian and comedienne, conductor-composer, producer-director and engineer.

Nominations also are to be made for "the individual who has made the greatest contribution to radio during 1947," the "best new idea" in radio during the year, and the "best sponsor" and "best agency."

These nominations will be reviewed by a board of representatives of the radio industry, and finally voted on by members of the RWG in a registered mail ballot. Mr. Teichmann's co-chairmen on the Golden Mike Committee are Kenneth Webb, of BBDO, first president of the RWG and now a member of its council, and Max Wylie, author of "Radio Writing." The RWG Ball and Awards Committee includes, in addition, Phil Higley, Lillian Schoen, James Hart, Welbourn Kelley, Margot Gayle and Michael Davidson.

Movies Ease Ban

MINOR players, at discretion of studios concerned, are no longer forbidden to participate in disc m.c. programs as result of decision growing out of Assn. of Motion Picture Producers' radio subcommittee meeting recently. Stars are still forbidden to participate in disc programs, or to appear at no cost on programs of all kinds. Transcribed interviews are still out for star or feature players.

ALL FOR DEANNA

Movie Firm Promotes Her Film With Offer to Disc M.C.'s

AS AN EXPLOITATION stunt for Deanna Durbin's forthcoming film, "Something in the Wind," in which Miss Durbin plays a disc m.c., Universal-International Pictures, Hollywood, underwrote the expenses of a number of record spinners attending convention of recently formed National Assn. of Disc Jockeys in Chicago on Aug. 15. [BROADCASTING, Aug. 4].

Among Hollywood disc m.c.'s invited were Bill Leyden, KMPC; Martin Block, KFWB; Al Jarvis, KLAC; and Peter Potter, KFWB-KMPC.

Hugh Douglas, chairman of disc jockey association and staff man of WCFL Chicago, stated that about 200 performers were expected to attend conclave. U-I planned to have Miss Durbin greet delegates via telephone from Hollywood as opener of convention.

VETERANS of Foreign Wars presented WFAS Westchester, N. Y., with a commendation for public service and efforts in behalf of veterans of both world wars.

FUN makes a market, too!

People out for fun spend money . . . That's why serving tourists is an important business in the Nashville area. Attracted by historic buildings, resorts and Tennessee Valley power developments—tourists add over 39 million dollars yearly to retail sales in this market area . . . Total retail sales of 356 million dollars make a rich territory for your quality products—and it can be covered for you at reasonable listener cost over WSIX.

WSIX gives you all three: MARKET, COVERAGE, ECONOMY

AMERICAN • MUTUAL

5,000 WATTS • 980 KC

WSIX
The Voice of Tennessee's Capital City
NASHVILLE TENNESSEE

Represented Nationally by THE KATZ AGENCY, Inc.

WGN Facts

THE average minute of news program on WGN has 142,500 radio homes listening... the number of homes delivered per dollar on WGN news broadcasts is one of Chicago's best radio buys!

A Clear Channel Station...
Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
235 Montgomery St., San Francisco 4 • 411 W. Fifth St., Los Angeles 13

IN THE ROCKFORD, ILLINOIS AREA
MORE PEOPLE LISTEN TO WROK

•

SUMMARY OF CONLON SURVEY
ROCKFORD, ILLINOIS
WEEK OF MAY 18, 1947

6 am to 12 pm—Sunday thru Saturday

WROK	33.7%
Station A (Chicago)	27.0%
Station B (Chicago)	14.2%
Station C (Chicago)	12.2%
Station D (Chicago)	2.8%
Station E (Chicago)	4.5%
Other Stations	5.6%

•

WROK
SERVES A $345,440,000 MARKET

1000 WATTS DAY
500 WATTS NIGHT

AN ABC AFFILIATE

HEADLEY-REED CO.—National Representatives

NAB, RMA Launch Set Sale Campaign

Miller and Balcom Complete Promotion Arrangements

JOINT promotion drive designed to stimulate sale of radio sets was formally opened last week by NAB and Radio Manufacturers Assn. The campaign consists of two phases—joint observance of National Radio Week Oct. 26-Nov. 1 and cooperation in the RMA year-round Radio-in-Every-Room campaign.

In an exchange of letters Justin Miller, NAB president, and Max F. Balcom, RMA president, completed arrangements for the joint undertaking. Already groups representing the two organizations have developed extensive plans for the set promotion and Radio Week aspects of the drive.

Judge Miller wrote Mr. Balcom that the set campaign—A Radio in Every Room, a Radio for Every Purpose — "means more listening hours by more individuals to our program offerings and, of course, these are goals toward which the members of our industry constantly strive.

Willard Assigned

"Evidence of my very real interest in the campaign is the fact that I have especially assigned Jess Willard, executive vice president of the NAB, to coordinate and supervise our part of the job and, working with him, members of our staff are actively promoting a greater participation by our membership than ever before in the history of the event."

Mr. Balcom pointed out that the set drive will benefit broadcasters as well as radio manufacturers. "The campaign stresses the need for more radios so that every member of the family may enjoy more fully the wide variety of programs presented by the broadcasters," he said. "We believe that if we can think in terms of selling radios as a medium of entertainment and enlightenment for all members of the family, we will not only further our own objectives, but increase the service rendered by radio broadcasters."

FM Outlet in Sioux City Will Be Launched Today

KSCJ-FM, new outlet of the Perkins Bros. Co. in Sioux City, Iowa, was scheduled to go on the air today (Aug. 18) with its regular broadcast schedule. Operating on 94.9 mc (channel 235), the station will be on the air a minimum of six hours daily at the outset and will broadcast with a radiated power of 4.4 kw, covering a 45-mile radius day and night.

Eventually, with the final installation, KSCJ-FM will have a radiated power of 280 kw, covering a radius of over 100 miles, and antenna height will be 515 ft. above average terrain, station management states.

LATEST FROM WEAW
FM Station Sends Its Friends Informal Newsletters

A COMPREHENSIVE service to "those who are interested in WEAW" is offered by the Evanston-Chicago FM station in the form of a newsletter giving latest FM developments, station news and programming.

Leading off Aug. 1 issue is an item highly recommending the Pilot Radio Co. FM "Pilotuner." Letter explains that they are units which transform AM radios into FM sets.

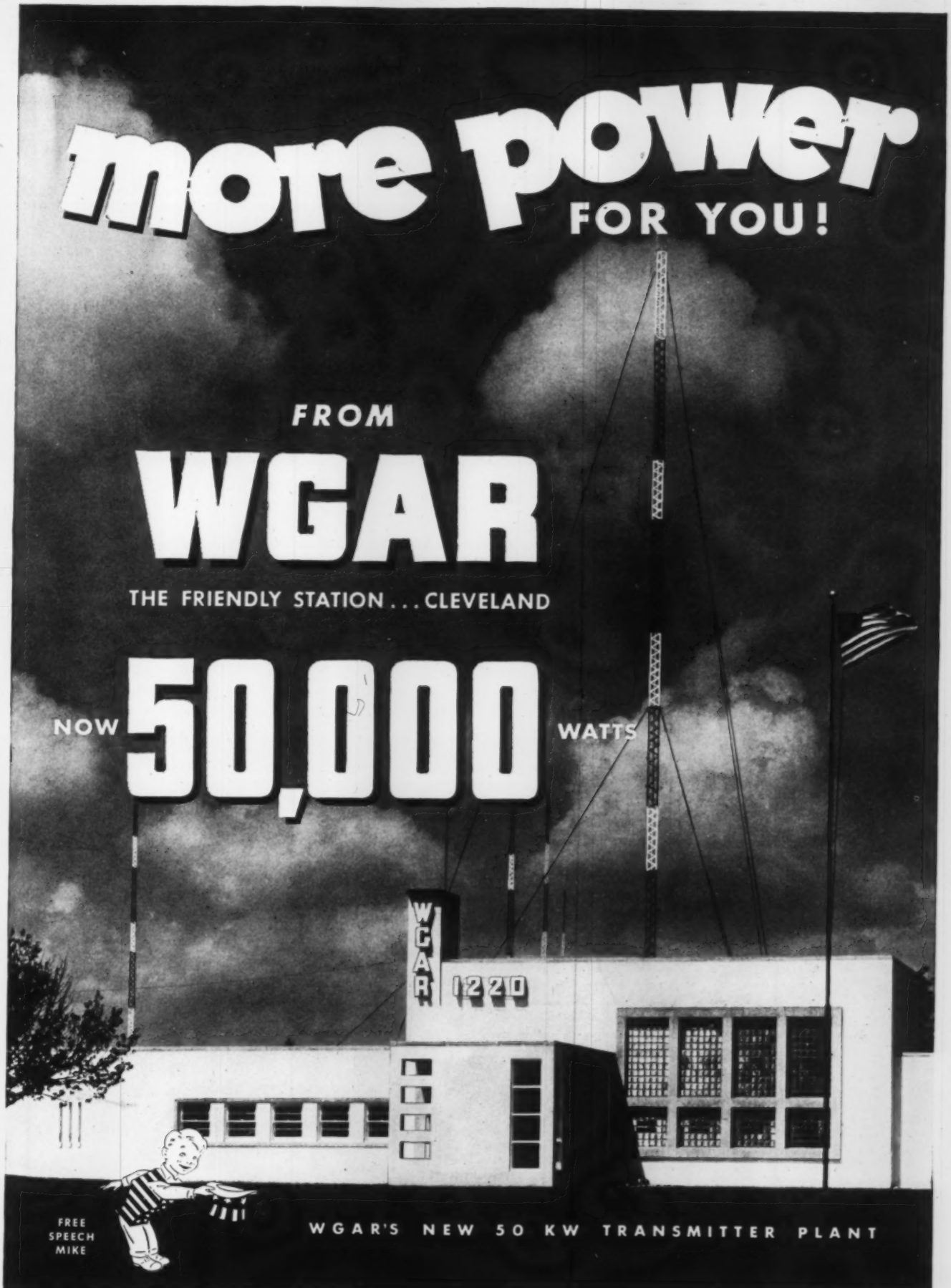
Also included in the WEAW newsletter is a list of eight new sponsors, a report on the station's current publicity, the appointment of William G. Rambeau Co. as station representative, and new program notes, along with the weekly program schedule. Attached is a "Pilotuner" ad, tied in with WEAW promotion, pointing out the station's recommendation of the unit.

Radio Retailers Offered Promotion Film by RMA

NEW SOUND slide film showing radio retailers how to conduct the Radio-in-Every-Room campaign of the Radio Manufacturers Assn. is now available for local showing, the RMA anounced last week. The film, a 35 mm kodachrome titled *Let's Get Personal* explains that 93% of American homes now have at least one radio set and that increased future sales depend on selling radios of their own to individual family members. Ideas are given for window and interior displays and for special promotions throughout the year.

Print and record combinations of the film cost $15 and can be obtained through the Fred Eldean Organization, 670 Fifth Ave., New York City. Film and pressing may also be borrowed for a limited time from the same source.

BIG HIT of the Minneapolis Aquatennial celebration was KSTP television. The telemobile unit here telecasts street scenes to two luncheons, one for Minnesota mayors, the other for their wives. Luncheons were simultaneous, but were brought together through the KSTP television cameras. Minneapolis Mayor Robert H. Humphrey said he achieved a lifelong ambition of "being two places at once" when he addressed both luncheons simultaneously via television. KSTP used its new Image Orthicon cameras.



EDWARD PETRY AND COMPANY . . . NATIONAL REPRESENTATIVES

Meet the n

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

the nation's richest Missus . . .

ON the Pacific Coast the Missus holds the purse strings to the biggest pocketbook in the nation.* And Columbia Pacific's Ed East knows how to open it. Ed East is a *ladies' man* without equal. During the past twelve months 300,000 women packed Earl Carroll's theatre-restaurant to watch him emcee *Meet the Missus* and to participate in the merry mixture of quips and prizes. And this month, 40,000 more housewives will interrupt their family shopping to stand in the block-long lines that lead to *Meet The Missus.*** Many more thousands will take time out from their household chores to listen in at home.

Meet The Missus is just as popular with sponsors. Over 82% of the advertisers who bought one or more quarter-hour segments have renewed their contracts. Here's eloquent testimony that *The Missus* can move merchandise on the Pacific Coast.

If you want to meet — and sell — the Missus with the most spending money, just give us, or Radio Sales, a call. We'll make a date to have Ed East introduce you and your product.

* According to Sales Management's "Survey Of Buying Power," May, 1947, Pacific Coast per capita effective buying income is greater than any geographical group in the nation. An important 27.2% above the national average.

** Based on doubly-checked ticket counts.

COLUMBIA *PACIFIC* NETWORK

Represented by Radio Sales, the SPOT Broadcasting Division of CBS; New York, Chicago, Los Angeles, Detroit, Atlanta, San Francisco

WJPG-FM Opening Gets Coverage in Local Press

OPENING of WJPG-FM Green Bay, Wis., on Aug. 13 received much attention in the Aug. 8 issue of the *Green Bay Press-Gazette*. The newspaper, which owns the FM station and WJPG, its AM affiliate due to begin in the fall, described the opening of the station and the service it would offer to the area in a front-page story. In addition, a full page in the back section was devoted to pictures of the staff and information about each member, plus a summary of program offerings.

Advertisers, too, joined in the campaign with approximately 14 pages of space featuring the WJPG-FM opening. Station is currently broadcasting from a small studio at 423 Cherry St., but new studios are under construction nearby [BROADCASTING, Aug. 4].

POLL ON COMEDIANS PLANNED

Catholic Colleges' Student Group to Survey Acceptance of Radio's Funny Men

FORMATION of Radio Acceptance Poll, designed to survey more than 50,000 college students this fall on the "acceptability" of leading radio comedians, has been announced by the Press Commission of the National Federation of Catholic College Students.

Poll was organized for the 180 member colleges of the NFCCS by the Rev. Joseph F. Scheurer, head of the commission and a faculty member of St. Joseph's of Indiana. State universities and colleges of all religious denominations were urged in a resolution adopted by NFCCS to join in the poll.

Tabulation headquarters will be at St. Joseph's of Indiana, and the Press Commission will make weekly reports on the acceptability of programs of leading comedians on the four major networks. The networks, along with NAB, have been invited to suggest name of a radio representative on advisory board.

James W. Lynch Jr., chairman of the NFCCS student steering committee, stated that purpose of the poll is to give credit to wholesome, enjoyable entertainment and to place blame directly on the radio personalities who present programs not in good taste.

Programs and personalities to be judged will fall into one of five classifications: (1) Highly acceptable, (2) acceptable, (3) barely acceptable, (4) unacceptable, and (5) objectionable.

NBC RENEWS CONTRACT WITH SCHWERIN CORP.

RENEWAL of NBC's contract with the Schwerin Research Corp., which has been qualitatively testing NBC programs and commercials for the past year was announced last week. The new contract is effective to Dec. 31, 1948 and it embraces a clause permitting the research organization to accept other clients in the radio field, including other networks.

At a press conference, Horace Schwerin, president of the research corporation, said that his studies at NBC in the past year had turned up several important findings.

(1) There is a strong relationship between liking and listening. Research has shown, Mr. Schwerin said, that people who like programs best when tested listen in largest numbers to the shows when on the air. Although this seemed "pathetically elementary," he said, it had never before been proven by research.

(2) Pre-testing of shows before they are put on the air, said Mr. Schwerin, had resulted in "getting shows off to a strong start." Application of his system of measuring audience response to a program in its pre-broadcast stages made it possible to reduce the margin of chance inherent in putting a show on the air, without testing, and awaiting public reaction.

(3) He said that his research could effect talent savings and by examining audience response to a given performer in various situations could indicate which sort of role he fit best and in what kind of program he was most effective.

He also said that his testing of audience reaction to commercials had disclosed that commercials which were well-liked were longest remembered, those to which listeners were indifferent were not remembered, and those which were so disliked that they approached the point of irritation were remembered almost as long as those which were very well liked.

WCTW, New Castle, Ind. FM Outlet Gets Underway

WCTW, new FM station at New Castle, Ind., began operations Aug. 4 on 103.1 mc (channel 276) with a power of 340 w. Licensed to the New Castle *Courier-Times*, the station is broadcasting daily from 3 to 9 p. m. with plans to expand later. Studios are located in the Colonial Bldg. All programs until Sept. 1 will be sustaining, after which commercial contracts will become effective.

Ed Ogborne, of the *Courier-Times* staff, is station manager. Other staff members include Bill Turner, program director; Ralph Atkinson, chief engineer; Dorothy Weddell, programs and traffic; Stanley Bock and James Cunningham, announcers and Edwin Craig, engineer-operator.

Engineering work for WCTW was handled by Jansky & Bailey, Washington firm, and Martin Risser Williams, engineering consultant.

Smoking hot proof that . . .

North Carolina Is The South's No. ① State
And WPTF Is North Carolina's No. ① Salesman!

Tobacco auction markets are now opening their 1947 selling season in North Carolina. That means millions and millions of plus dollars are now going into Tar Heel pockets. Up your WPTF schedules now to tie-in with this lush selling season.

☆ ☆ ☆

Nation's Leading Tobacco States

North Carolina	$457,638,000
Kentucky	188,581,000
South Carolina	83,679,000
Virginia	75,533,000
Tennessee	60,249,000
Georgia	48,466,000
Maryland	23,085,000*
Florida	15,739,000

(Latest U. S. Marketing Figures)

*Maryland's total is for 1945 crop year

With Men Who Know Tobacco Farmers Best, It's WPTF 2 to 1!

*78 counties with 50-100% BMB penetration

WPTF 680 KC 50,000 WATTS NBC AFFILIATE
Raleigh, North Carolina
FREE & PETERS, INC., NATIONAL REPRESENTATIVES

FIRST YOU PICK KPRC

AND THIS IS THE MARKET YOU REACH

HOUSTON PORT NOW THIRD IN U. S.

—o—

Over 31 Million Tons Moved Here, All-Time Record

—o—

Houston in 1946 regained its rank as third port of the United States and handles the largest volume of business in its history.

This was revealed Wednesday. Houston's total tonnage last year was 31,837,458 tons, considerably greater than the previous high of 28,174,710 tons handled in 1939.

FIRST IN HOOPER
FIRST IN B. M. B.
FIRST IN THE SOUTH'S FIRST MARKET

Houstonians, believing in their future and in their town, dug the 58-mile channel (pictured above) to the Gulf just before World War I. Their faith was justified. Vessels from 90 world ports now load and unload cargo here. Business has boomed. Houston has grown. The area has grown. This mighty inland port is now the largest and most prosperous in the South—and the fastest growing.

KPRC's primary signal reaches *Houston-plus* . . . reaches far out into other great ports nearby: *Beaumont,* second port in Texas and third in the South, *Port Arthur, Galveston.*

Ask anyone—the folks in Texas who listen—the metropolitan executives who buy time. They'll tell you KPRC is first throughout this area. First in programs from its own studios, from the Texas Quality Network and from NBC. First, too, in news with its own full-time, completely staffed news department. That's KPRC—*first* in this great market.

KPRC
HOUSTON

950 Kilocycles—5,000 Watts

National Representatives: Edward Petry and Company

Affiliated with NBC and TQN *Jack Harris, General Manager*

You get coverage in Minnesota's *International* Market with

KROC

IN ROCHESTER, MINN.

"The triple market"

★ **INTERNATIONAL.** 350,000 International visitors from all parts of the world visit Rochester every year and KROC is their only static-free station.

★ **METROPOLITAN.** 34,000 able-to-buy consumers live and work in Rochester, where some of the largest plants, hatcheries and canneries in the world are located.

★ **RURAL.** 87,200 Rural consumers reside in the KROC primary coverage area . . . listen and respond to NBC's top stars and local interest programs.

	Population	Families	Radio Homes	% Radio
Primary Coverage Area	256,453	65,272	59,030	90.0
Secondary Coverage Area	252,557	66,075	58,529	88.6
Total Primary & Secondary	509,010	131,347	117,559	89.4

Plus 350,000 annual International Visitors . . .

RESULT: $350,532,000 annual Retail Sales in the KROC Triple Market Area.

EVERYONE DIALS TO KROC *Established 1935* NBC Minnesota Network Northwest Network

IN ROCHESTER, MINNESOTA

Nationally represented by the John E. Pearson Company

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

NAB Contract Forms Provide 30 Seconds

EDITOR, BROADCASTING:

With reference to your editorial, "Tailor's Time," in your August 4 issue, I think your readers would be glad to know that in the standard contract form, negotiated by the NAB and the AAAA, specific provision is made for deducting thirty seconds from any program for station-break purposes.

The language of the "Standard Conditions" printed in the contract is as follows (paragraph 7 i):

"The agency agrees that the station may deduct from any period of five minutes or longer, not more than thirty seconds for station-break purposes."

In the contract form used for business placed direct by advertisers, the language is identical except for the substitution of the word "advertiser" instead of "agency."

Thus, this standard contract form, which has been officially approved by the AAAA and the NAB, and is in wide-spread use throughout the country, gives added proof of your statement that it has always been an established industry practice, and well understood by agencies and advertisers, that a "quarter-hour program" actually means a program of about fourteen minutes thirty seconds.

Frank E. Pellegrin,
Dir. of Best. Adv.
National Assn. of Broadcasters, Washington.

Aug. 7, 1947.

* * *

KOPP Acts As Result Of Editorial

EDITOR, BROADCASTING:

When drafting our contracts for this new AM-FM station (due to hit the air about Aug. 15) I included the "protection" which you mention in your "Tailor's Time" editorial in the Aug. 4 issue.

This was done as a direct result of the BROADCASTING story on the Tailor Hise-KTOK suit in the July 14 issue. Thanks for the tip.

Eddie Denkema, Asst. Mgr.,
KOPP Ogden, Utah.

Aug. 7, 1947.

[Editor's note: Enclosed with Mr. Dekena's letter was a KOPP rate card specifically pointing out the amounts of time offered.]

* * *

KXOK Contracts Also Provide for 30 Seconds

EDITOR, BROADCASTING:

Your editorial in the August 4th BROADCASTING, entitled, "Tailor's Time" is the real reason for this letter.

In our rate card we have taken cognizance of the precise situation mentioned in your editorial. Under "General Regulations" we publish this statement: "In accordance with broadcast practice, 30 seconds prior to the end of each program period is reserved to the station for its own use." In my opinion, this will keep us free of any law suits, as KTOK is now experiencing.

I just thought that you might be interested in how one station has handled this problem.

C. L. Thomas,
KXOK St. Louis.

Aug. 6, 1947.

* * *

Bedford Says Ignore "The Hucksters"

EDITOR, BROADCASTING:

I wouldn't take issue with Morgan Sexton of KROS ("Open Mike," Aug. 4) for publicizing *The Hucksters* to take the sting out of its presentation. Special conditions in Clinton, Iowa, might indicate that as a wise policy.

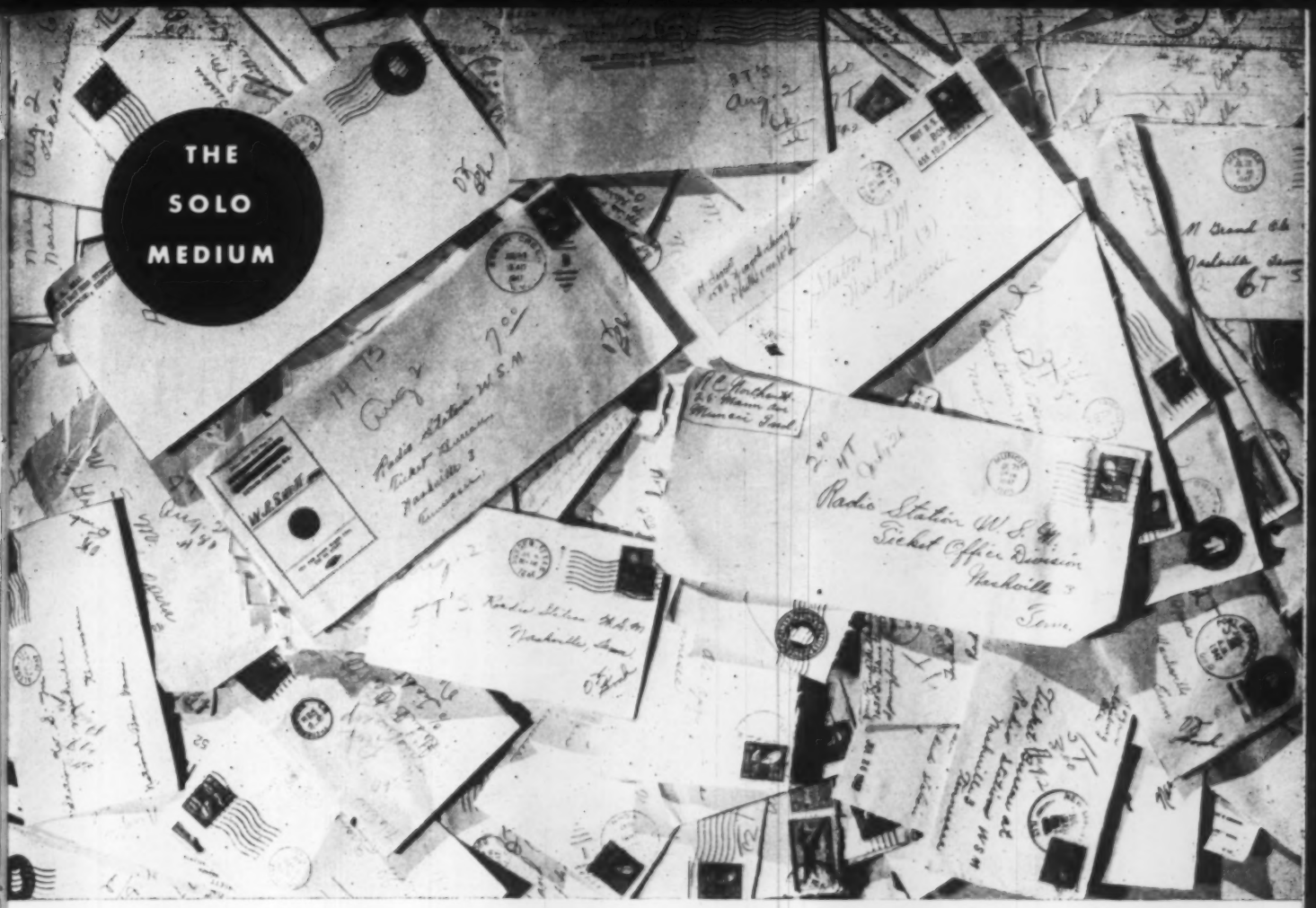
In general though I think it ought to receive the same treatment as crank letters which file in the waste-basket. Ignore it, and deny it the prominence of our attention.

If M. G. M. and Clark Gable are on the radio industry's "unfair" list, fair enough; let's not h'ist their bookings and box-office if we can avoid it.

Along the same line, has anyone noticed the *Saturday Evening Post's* numerous thinly veiled dirty cracks at the broadcasting business?

B. H. Bedford, Owner
CHVC Niagara Falls, Ont.

GETTING A DOSE of his own medicine, Lloyd Thomas, owner and operator of KGFW Kearney, Neb., is presented with a trophy, a figure giving a mighty heave with a bull. It reads: "To Lloyd Thomas, The Master of All Throwers of Taurus. Perfect Elimination on Every Occasion. From the Benevolent Brothers of Kearney Rotary." Past Rotarian President Herbert L. Cushing presents the trophy. Mr. Thomas for once was speechless.



TESTED BY THE *Vox Pop* OF THE *Box Top*

We know how responsive our audience is because when a call is made for action of any kind, we get it — whether it be for charity donors or box tops.

And we know why —

For twenty-one years, WSM has proven its integrity to one critical audience.

So we can offer WSM as the solo medium — the only single medium that can deliver this market of five million radio listeners.

HARRY STONE, GEN. MGR. • WINSTON S. DUSTIN, COMM. MGR. • EDWARD PETRY & CO., NATL. REPRS.

WSM
NASHVILLE

WBAL's "New World" Open September 1st

THE VERY BEST IN BROADCASTING SERVICE IS BALTIMORE'S RIGHT!

In January of this year we published "A Preview of WBAL's Plans for 1947."

Part of that program is now complete. WBAL's new home at 2610 North Charles Street will go into full operation on Monday, September 1.

WBAL is proud and grateful for the new home we occupy. We are grateful to the people of the Baltimore area who have been generous in their acceptance and support of our past operation. That support has made this new home possible.

Our new home is designed to match the importance of this great and growing market. Baltimore is now America's 6th city and has been, for more than 25 years, the fastest growing big city in the east.

Our new home, with its "new world of tomorrow" features, is designed for the new era in broadcasting. No radio station in America has finer facilities.

These new facilities enable us to make every local program bigger and better. With the NBC program schedule stronger than ever, we are broadcasting the greatest enlightening and entertaining programs in our history.

Television demonstrations are a part of our studio tours. We are rushing construction of our Television Station, and hope to be on the air in a few months.

WBAL —50,000 WATTS—NBC AFFILIATE

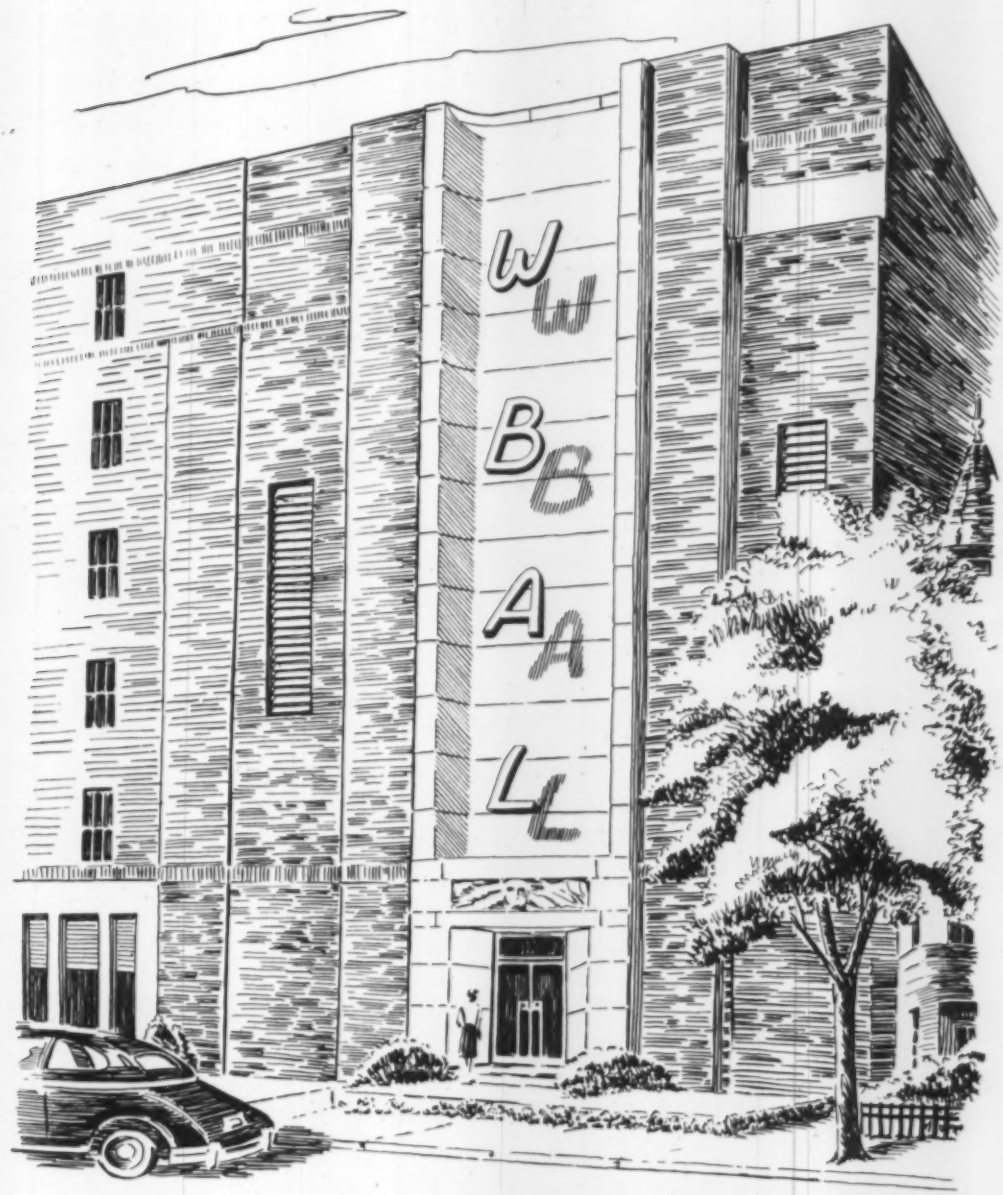
"One of America's Great Radio Stations"

2610 N. Charles Street, Baltimore 18, Md.

ATTENTION: NAB MEMBERS

You are cordially invited to visit WBAL before or after the NAB Convention at Atlantic City.

dof Tomorrow" Studios



NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY

Radio Services Outlined In New 'Primer' of FCC

A 25-PAGE SUMMARY of the various radio services, designed to answer basic questions for the public, has been prepared by the FCC Office of Information under the title, "Radio—A Public Primer."

Bringing up to date an earlier "Primer" issued about 1939, it discusses in non-technical language such topics as the development of radio, radio regulation, allocations, the principles of radio; AM, FM, television and facsimile; the uses of radio in other services; radio operators; call letters, and methods of "policing the ether" for illegal operations.

The "Primer" will be printed later by Government Printing Office for public sale. Officials said it is not possible to comply with requests for copies from FCC itself.

WGAT COASTER DERBY A SUCCESS

Six-Month-Old Station Gets Merchants' Cooperation for Event

COASTING into local fame with a highly successful "Coaster Derby," WGAT Utica is pretty proud of the results, especially since the station has been on the air only six months.

Mr. Williams

A few weeks ago WGAT Owner J. Eric Williams, station salesmen, program director and publicity man got together with the merchants of Columbia Street, Utica (main business district) and got their help in putting across the plan for a locally sponsored "Coaster Derby."

Publicity was started with 50-word announcements 10-15 times per day telling boys and girls how they could participate. Then the station sold a Monday-Friday program 8:15-8:45 p. m., mentioning a list of 14 sponsors for the Derby. There were eventually 29 sponsors, each of which was charged $45 per participation. Although the greater part of the program promoted the Derby, each store was allowed selling copy also.

The Cornelia Street (just off Columbia) course was decorated with a banner and flags for distance of 1,000 feet. Several of the participants were interviewed on the air. Then July 24 the race was run, in five heats, the winner of each heat represented in the finals and the entire race was broadcast over WGAT. Mr. Williams and Announcer Roland Fowler handled the description, with the show lasting about 40 minutes. Four of the Columbia Street merchants were chosen as judges, and gave out the prizes—a bicycle, coaster wagon, catcher and fielder's mitts, tennis racket and about ten prizes in all. First prize went to Donald Every, 12, who outdistanced the others with a 30-mile per hour speed.

Approximately 10,000 witnessed the event, and the only pubicity used was radio.

KASH to Start Sept. 1 As Eugene, Ore., Outlet

KASH, 1-kw fulltime outlet at Eugene, Ore., will go on the air Sept. 1, E. L. Kincaid, president of the licensee, Radio Airways Inc., and general manager of the station, announces. KASH will operate on 1600 kc, and will use AP news service and Standard and Thesaurus libraries.

New studios and transmitter have been constructed on the Willamette River bank north of Eugene.

Staff members, in addition to General Manager Kincaid, are: Bruce Nidever, production and program director, formerly with KORE Eugene; Lionel S. Lennox, commercial manager; William Riley, chief engineer, formerly with KUGN Eugene; Clare Mattingly, news editor; Laura Nidever, women's advertising, also formerly with KORE.

Notables Help to Launch KTOP in Kansas Capital

AMONG notables who welcomed KTOP Topeka, Kan., to the air on its dedicatory program last month were Kansas Governor Frank Carlson and two of the state's former chief executives, Alf M. Landon, 1936 presidential nominee, and Harry Woodring, former Secretary of War.

Operating on 1490 kc with 250 w, KTOP is affiliated with MBS and owned by T. Hall Collinson and Norville G. Wingate, both World War II veterans. Mr. Collinson, former manager of Stauffer Publications radio division, is station manager. Mr. Wingate, previously sales manager for Hinkson-Crawford Adv. Agency, is commercial manager.

Other staff members include Wendell Elliott, national advertising salesman; Stu Dunbar, sports director; John W. McGee, news editor ; Chet Wallack, chief engineer; Maxine Burke, program director, and Alice Finney, continuity director.

WCSI-FM on 93.7 mc

WCSI-FM, new Columbus, Ind., outlet, is on channel 229 (93.7 mc) instead of channel 237 (95.3 mc), as stated in the Aug. 11 issue of BROADCASTING.

hold the phone

Nu-Art Studios
721 CHURCH STREET
LYNCHBURG, VA. • PHONE 5557-W

Mr. Jack Weldon, Manager
Radio Station WWOD
Lynchburg, Virginia

July 19, 1947

Dear Mr. Weldon:

We find it necessary to cancel our 35 word spot announcements offering a free photograph to anyone phoning or coming to our studios within an hour. One spot a day for the past 6 days has resulted in our giving away 159 photographs, so you can readily see that we cannot afford to continue. However we do want to continue with institutional spots, and if we get results anything like the above, we are certain to have the greatest return per advertising dollar that we have ever enjoyed.

Congratulations to WWOD for the outstanding job you have done in Lynchburg, and may you enjoy even greater success in the future.

Sincerely yours,
June Leeds
June Leeds, Mgr.

WWOD

1000 Watts • 1390KC
Affiliated With MUTUAL
JACK WELDON Manager
Owned and Operated by
OLD DOMINION BROADCASTING CO.
National Representative
THE WALKER COMPANY

34,000 ways to say "amazing"

HOW RACE FOR NEW DEVELOPMENTS IN THE PETROLEUM INDUSTRY WORKS WONDERS FOR MR. & MRS. AMERICA

When more than 34,000 individual companies and 1,250,000 people are engaged in a highly competitive business such as "oil," dreams turn into realities.

Travel at speeds near that of sound? The newest jet planes streak at more than 600 miles an hour . . . thanks to super-fuels developed by competing oil refineries in cooperation with aviation engineers.

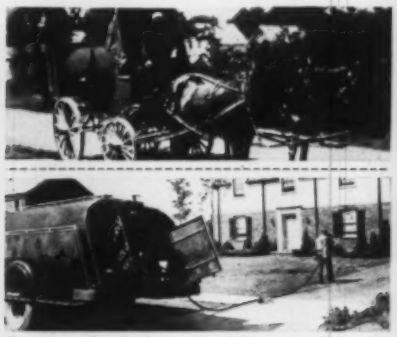
Man-made weather? Artificial fog contrived from petroleum promises to save millions of dollars annually by preventing the freezing of crops.

Suits that shed water? Oil that stays fluid and stable far below freezing? A way to weed 20 acres of cotton in 1 day? Actualities . . . because of advancements in the highly competitive petroleum industry. And the unending rivalry in research, in oil production, refining, transportation, and marketing promises more are on the way for tomorrow.

THERE'S A PLUS FOR YOU IN PETROLEUM'S PROGRESS

Down, down, down to 13,888 feet goes the deepest producing oil well in the world . . . typical example of the way America's 13,475 oil companies carry on the search for oil . . . seek to develop new methods, better equipment to help maintain the nation's oil reserves.

Lights burn 24 hours a day in the 400 oil refineries. Competition in this branch of the industry has resulted in such notable developments as the superior fuels that make possible the high compression engine which gives modern cars more power, better performance, smoother operation.



Contrast the 19th century horse and wagon transportation of oil with methods employed today by 650 transportation companies using pipeline, tanker, truck, rail or barge. And competition in the field where some 20,000 distributors vie with rivals has created modern marketing methods, too. Today, streamlined tank trucks feed oil directly into the home storage tank in carefully metered quantities.

Constant research has made petroleum a treasure chest from which are obtained well over a 1000 needed substances. The search for new ways to make oil more useful...for new methods of maintaining high standards and adequate supplies...goes on unendingly, from the scientist in the laboratory to the technicians in the field who check and prove the practical application of over 1000 different oil products.

RADIO STATIONS ATTENTION!

The American Petroleum Institute is informing the public of the truth about the oil business. A detailed Plan Book offers all oil companies a wealth of useful radio promotion material: announcements for local and network programs, flexible, varied tie-in commercials, one-minute spots and special quiz shows. Use this coupon to secure a free copy of the Plan Book to show firms in your area how they can support this program by advertising to *your* listeners.

Public Relations Operating Committee, Dept. 3D
AMERICAN PETROLEUM INSTITUTE
670 Fifth Avenue, New York 19, New York
Please forward at once FREE COPY of "Tie-in" Plan Book.

Name .....

Title or Dept. .....

Radio Station .....

Address .....

.....

Prepared for the oil industry by the American Petroleum Institute—Copyright, 1947.

Fulton Lewis, jr.

Tenth Year On the Air With "Mutual"

One significant day in 1937, ten years ago this fall, Fulton Lewis, jr. took his nose for news out of WOL's Washington transmitter and extended his field of operations to Mutual, U. S. A. Since that time he has dug out a lot of news beats—and adhered faithfully to reporting the news as he sees it.

His policy pays off in devoted listeners. The proof? He's currently sponsored on 262 stations!

If you need a program with a loyal following, get in touch with us immediately. Maybe F. L. jr. is available in *your* community.

COOPERATIVE PROGRAM DEPARTMENT
MUTUAL BROADCASTING SYSTEM
CO-OP
1440 BROADWAY, NEW YORK 18, N. Y.
TRIBUNE TOWER, CHICAGO 11, ILL.

Saumenig Is WIS Managing Director

Furr Will Manage WIST (FM) In Surety Shift

Mr. Furr

Mr. Saumenig

APPOINTMENT of J. Dudley Saumenig as managing director of WIS Columbia, S. C., and Ray Albert Furr as managing director of WIST (FM) Charlotte, N. C., was announced last week by G. Richard Shafto, manager of the Surety radio interests.

Mr. Saumenig's radio experience dates back to 1927 when he was named manager of WSUN St. Petersburg, Fla. He joined WIS in 1932 and shortly afterward was named manager of the Surety-controlled WNOX Knoxville, Tenn. He remained there until 1937 when the company sold the station, and he was then appointed manager of WCSC Charleston, S. C., also owned by Surety at that time. When WCSC was sold in 1938 he returned to WIS as sales manager and remained in that capacity until his current promotion.

Mr. Furr received his B.A. from Missouri U., his M.A. at George Peabody College and passed his qualifying examinations for a Ph.D. from New York U. His first radio experience came at Winthrop College, Rock Hill, S. C. where he was in charge of journalism and public relations for seven years and supervised school programs over WBT Charlotte. In 1943 he was named program director of WIS and served in that capacity until his current appointment, which takes effect Sept. 1. WIST is now under construction.

Concurrently, Mr. Shafto announced the promotion of Frank Harden, current sports director of WIS, to program director replacing Mr. Furr, and the addition of C. Wallace Martin to the WIS sales staff on Sept. 1.

Mr. Harden

Mr. Harden is a veteran of 12 years in radio, starting as an announcer at WFTC Kinston N. C. Later he served as program director of WBIG Greensboro, N. C. until the war. After four years in the Navy, he was discharged in 1945 and became program director of WGTM Wilson, N. C. In March 1946 he joined WIS as sports director, his present position.

Mr. Martin, new to radio, is a well-known native Columbian. He was manager of the Carolina and Five Points theatres prior to his 3½ years in the Navy, from which he was discharged as a lieutenant. Since then he has been associated with the Reamer Ice and Fuel Co.

Mr. Shafto indicated that these changes in executive and sales personnel are being made "in connection with the expansion program of Surety Life radio interests," which includes the acquisition of WSPA and WSPA-FM Spartanburg, the current constructions of FM stations WIST Charlotte and WISP Columbia. "With these men in their new capacities," said Mr. Shafto, "we expect to continue our service to the listener which, in the past, has distinguished WIS and WSPA."

MANAGEMENT

ROBERT M. BAUSMAN, former general manager of WISH Indianapolis for past six years, has been appointed manager of KOOL Phoenix. Mr. Bausman previously was business manager of WIRE Indianapolis for four years. He assumed his duties at KOOL on Aug. 12.

JOHN CLEGHORN, program manager of WMC Memphis, has resigned to become manager of WRBC, new 5-kw station on 620 kc to begin operations late this month in Jackson, Miss. WRBC is owned by Rebel Broadcasting Co. and will be affiliated with MBS. Mr. Cleghorn first joined WMC in 1929, later going to WKY Oklahoma City, and KARK Little Rock, Ark. He returned to WMC in 1937 and was appointed program manager, position he has held to present date with exception of two years service in Navy.

ALLAN PAGE, former program director of KOMA Oklahoma City, has been appointed general manager of KSWO Lawton, Okla. He assumes his duties Aug. 18. Mr. Page began his radio carreer at KOAM Pittsburg, Kan. in 1937. He later worked for KVOO Tulsa for six and a half years, joining KOMA in 1945. He had been producer - director of KOMA "Oklahoma Roundup" on CBS since series started in July 1946.

Mr. Page

RAYMOND BROWN Jr., commercial manager of WEAM Arlington, Va., in addition to that position has been named general manager. He succeeds **CHARLES S. ZURHORST,** resigned. Before joining WEAM, Mr. Brown was with WOL Washington and WGAN Portland, Me.

GEORGE GREELEY has been named general manager of WOSH Oshkosh, Wis. **SHERWOOD LORENZ,** program director of WOSH, has been appointed studio manager. Mr. Lorenz joined WOSH in November 1946 and previously was with WIP and WFIL Philadelphia.

MARSH YARROW, formerly of the Ottawa Citizen and war correspondent in Europe, has been appointed manager of CKCO Ottawa.

WCAO Baltimore, effective Aug. 4, began operating from new location at 1102 N. Charles St., Baltimore, Telephone: Vernon 0600.

J. R. POPPELE, vice president in charge of engineering at WOR New York, and president of Television Broadcasters Assn., New York, is to discuss "Outlook of Television" at first formal meeting of Television Assn. of Philadelphia on Aug. 20.

ROBERT O. REYNOLDS, vice president and general manager of KMPC Hollywood, has been made chairman of 1947 Los Angeles Community Chest campaign radio division.

YOU MAY PADDLE A MILE IN EIGHT MINUTES*—

BUT . . . YOU CAN'T GLIDE INTO WESTERN MICHIGAN WITHOUT WKZO-WJEF

No matter how hard you pull and sweat and strive—no matter how much you *wish* to do a good radio job in Grand Rapids, Kalamazoo and Western Michigan, from the "outside" —well, it just can't be done. Not that the mere distance is too great, but simply because Western Michigan has a "fading" condition which thwarts even the *largest* outside stations. . . .

Western Michigan, however, has two great CBS stations — WKZO at Kalamazoo and WJEF at Grand Rapids — which can give you TOP coverage (morning, afternoon or night) in this big and important area. A glance at the latest Hooper Report will convince you that these two stations offer you the greatest possibilities available. Write for a copy now, or ask Avery-Knodel, Inc.

* *Ernest Riedel of the Pendleton Canoe Club paddled a canoe one mile in 7:55.2, in 1938.*

WKZO *first* IN KALAMAZOO and GREATER WESTERN MICHIGAN (CBS)

WJEF *first* IN GRAND RAPIDS AND KENT COUNTY (CBS)

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Dear Time Buyer:

You are making plans for the coming fall and winter. Please remember last fall and winter WCKY was the Number Two station in the Cincinnati market (8AM-8 PM C E Hooper Fall-Winter Ratings Oct. '46-Feb. '47) and the Hooper monthly index study this summer confirms WCKY will again give you this coming fall and winter far greater share than its regional or local competitors. For example, here is the July 1947 Hooper Index Report (and I do not need to remind you that baseball is over after September).

TIME	SETS IN USE	WCKY	STA A	STA B	STA C	STA D
Weekday Morning Mon. thru Fri. 8:00 AM-12:00 Noon	14.9	**24.0**	12.5	17.3	28.2	17.6
Weekday Afternoon Mon. thru Fri. 12:00 Noon-6:00 PM	19.3	**19.2**	(24.5 x)	14.1	32.2	10.0
Evening Sun. thru Sat. 6:00 PM-10:30 PM	22.8	**16.9**	(28.4 x)	17.5	25.6	11.2
Sunday Afternoon 12:00 Noon-6:00 PM	27.0	**8.0**	(55.5 x)	9.6	14.8	11.3
Saturday Daytime 8:00 AM-6:00 PM	14.2	**25.3**	(35.3 x)	12.8	21.3	5.3
Total Rated Time Periods	19.5	**18.5**	27.7	15.4	26.7	11.4

(Note—(x) includes baseball)

Let Mac give you the full story.

Sincerely,

L. B. Wilson

PS—WCKY gives you 50,000 watt coverage at no extra cost.
Mail received in July 1947 exceeds 90,000 letters.

INVEST YOUR AD DOLLAR WCKY'S-LY

WCKY announces the opening of a New York office at 480 Lexington Avenue, Suite 925. Ralph E. McKinnie, formerly with the Paul H. Raymer Company, Bell & Howell, and the Pure Oil Company, will be in charge as National Sales Manager for WCKY. Miss Kathryn T. Callahan, formerly office manager and Assistant to Mr. Humphrey, of the H. B. Humphrey Company, will be Assistant to Mr. McKinnie.

Mr. McKinnie served in the U. S. Navy for five years and was a lieutenant commander in charge of the USS Portunis, a patrol boat "mother ship."

Miss Callahan has had a career of radio time buying and spot campaign schedules for network programs.

Phone—Plaza 9-8153
TWX —NY 1-153

Facilities for Chicago office will be announced shortly.

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

Niggardly Pay

THREE MEMBERS of the FCC, this journal reported last week, may resign before their terms expire—probably by the end of the year. They are Chairman Charles R. Denny and Commissioners E. K. Jett and Clifford J. Durr.

We do not propose now to delve into partisan or policy factors which may motivate the individual thinking of these officials.

In at least two of these cases—Denny and Jett—the impelling influence is economics. It probably also plays a part in the thinking of the left-wing Commissioner Durr.

FCC members draw a paltry $10,000 per year, gross. That stipend was fixed for commissioners when the original Federal Radio Commission was created 20 years ago. That was the salary stipulated when the present Commission was created in 1934. There is no provision to raise Commissioners' pay in the pending White Bill (S-1333).

The FCC pay scale is outmoded. Other Government employes below the Commission level were given healthy pay increases during the war—increases that still prevail in recognition of living costs. The FCC's general counsel and chief accountant, for instance, draw the same salaries as the Commissioners because of the well-deserved temporary increases. Assistant chiefs draw almost as much.

Congress took good care of itself under a reorganization act two years ago by increasing the scale from $10,000 to $15,000, plus $2,500 in expenses, tax-free. Many of our legislators also find it expedient to place members of their families on their own office pay-rolls—nepotism, that's called.

It isn't hard to understand, therefore, why certain members of the FCC feel they cannot afford to remain in Federal service. The truth is they cannot adequately provide for their families if dependent upon their salaries. Older members wonder about ultimate retirement, unless they are civil service.

President Truman has deplored the difficulty in attracting good men to Federal service. Such a call is a high honor but a thankless one for the man who hasn't been able to save enough to pay the deficits that inevitably accrue for young men with family responsibilities, and who must also keep up with the official Joneses.

One of the first acts of the new session of Congress in January should be to raise the salaries of Commissioners at least to $15,000 and perhaps to $20,000. That obviously would result in fewer resignations of good Federal officials, and would attract a larger number of better men who now shun Federal office because they can't afford it.

Scarce Stuff

LAST WEEK there emanated from the New York headquarters of the pugilistic industry the report that telecasting of fights from Madison Square Garden would be discontinued because of dwindling attendance attributed to stay-at-homers and tavern viewers.

The report was promptly disclaimed. But it nevertheless indicates the kind of phoney thinking going on about the effect of television on box office, whether it's the prize fight, baseball, motion picture or the legitimate theatre. It is a throw-back to the early days of play-by-play baseball broadcasting, and even of news broadcasting.

In the case of baseball, attendances each year break the preceding year's records. Play-by-play broadcasting long since has permeated the Three-Eye League and the Class D circuits. Broadcasting of news has whetted the public's appetite to the point where newspaper circulations are at all-time highs, and the only limitation against further increases is the scarcity of newsprint.

There doesn't appear to be any imminent danger of the sporting events people going off the deep end on television. Officials of the Twentieth Century Sporting Club, which runs the Garden, attest that, if anything, television has helped gate receipts. With more and more video receivers in use additional hundreds of thousands of people who have never seen professional prize fights will become fans. They will pay to see occasional fights. The promoters will prosper.

That's what happened to professional baseball, football and other events through play-by-play aural broadcasting.

Absolution in Blue

NAB's first study of its member stations' sustaining program time (story this issue) performs a commendable service. The results should go far toward removing the stigma of commercialism which FCC's Blue Book, conceived in bureaucratic sin and dedicated to the proposition that a few cases are typical of the whole, has attempted to cast over all radio.

NAB's findings do not jibe with FCC's. Paradoxically, NAB's show less average sustaining time than the industry-wide figures which were reported, however obscurely, in the Blue Book. Where the Blue Book in a secluded and unpublicized section showed 46.1% of radio time sustaining, NAB reports 34%. This is not a sinister development, but serves to emphasize the high statistical standards of NAB's project.

The Blue Book admitted that its statistics were based on loose methods of reporting. Actually FCC did not admit the point, but proclaimed it, because its figures refuted rather than substantiated the Blue Book theme. NAB's survey, on the other hand, follows a careful scientific formula.

The result of NAB's survey clearly points up the weakness of two main Blue Book contentions: (1) that larger stations carry fewer sustainers than small stations, and (2) that fewer sustainers are carried during choice evening hours than at other times. The cardinal weakness, of course, is in FCC's assumption of the right to intrude in such matters.

That FCC itself might be moving toward a more proper respect for the prescribed limits of its authority was indicated last week, when another of the so-called "Blue Book cases" dropped into limbo. The Commission handed down a decision which, though redundant with Blue Book implications, nevertheless granted renewal to WTOL Toledo and thus kept unbroken its line of renewals.

In any event, the NAB survey comes as a refreshing answer to the line of reasoning which holds that 80% commercial is the limit beyond which stations must not go. It is to be a continuing study, and we shall not be surprised if it reveals a gradual increase in the percentage of sustaining time. This will be a natural result as more stations go on the air, all hungry for new talent and meeting increasingly stiff competition. That is the way it should be accomplished, if at all—not by the threat of retribution by an agency plainly forbidden to meddle in such affairs. And if by conscientious appraisal and reporting the NAB can offset the false notions implanted by the Blue Book in the public mind, then it will itself have presented a public service program of the first magnitude.

Our Respects To—

ADRIAN JAMES FLANTER

BUYING time for a time company is Adrian Flanter's chief occupation. When you hear your local announcer say, "It is now 3 p. m., Benrus Watch time," chances are, it was Mr. Flanter, as Benrus Watch Co. advertising director, who placed the spot.

Throughout his youth the slogan, "It Pays to Advertise" haunted him. In fact it intrigued him so much that while in college he transferred from dentistry to an advertising major. He was graduated from New York U. in 1932.

He started his business career in sales promotion for Hahn Department Stores, New York. After six months there he wrote a letter to the president of Ward Baking Co. regarding their new and novel radio program, which greatly interested the young Mr. Flanter.

Impressed with Mr. Flanter's analysis of the program, the bakery company president referred him to Kastor Advertising Agency, handling the account.

Kastor hired him immediately.

After a year with the agency, he moved to World Broadcasting System, as sales promotion manager, exploiting World Library Service, then being introduced to radio stations.

Mr. Flanter did such a good job that Associated Music Publishers sought his services. Also retaining him at the same time as promotion counsel was WOV New York. His job was to build up national advertisers' acceptance of the station's "Italo-American Way."

Another successful promotion job followed when Muzak decided to go to New York after many years of experimentation in Cleveland. The company turned to Adrian Flanter to organize its sales promotion campaign. By this time Mr. Flanter was among the top names in the advertising-promotion field.

So when he joined Benrus as advertising director in April 1945, he was well equipped for the position.

The large-scale nationwide advertising that Benrus does, particularly in spot radio, offers excellent opportunity for Mr. Flanter's talent and experience. Considered by stations and representatives as one of the smartest time-buyers in the business, Mr. Flanter's pet trick is to get the representative at his office and together with him call the station on the phone and put through the deal. He probably holds some sort of record for buying radio on the telephone.

(*Continued on page 52*)

Yes, *three* new antennae, *twice as tall* as the old ones they replace! That's KVOO's most recent contribution to the advancement of better radio reception in the 'Magic Circle!"* But what *doesn't* show in the picture is the fact that KVOO towers many times *twice as tall* in the minds of "Magic Circle" radio listeners as does any other station!

Established in 1925, KVOO has long been the favorite, the dependable source of finest programs, of latest, most accurate news to hundreds of thousands of faithful listeners in this great area. A genuinely friendly "home-folks" attitude has built and will continue to build even greater and more loyal listenership for the Voice of Oklahoma in the years ahead.

So today, as always, only the best in equipment, programming, and the most conscientious personal attention to our broadcast responsibilities are good enough for KVOO listeners!

Outstanding today . . . even *more* outstanding tomorrow!

*"Magic Circle," the name given a midwestern area by Roger Babson as having greatest future development possibilities.

50,000 WATTS ON 1170 KC
KVOO
TULSA
OKLAHOMA'S GREATEST STATION

NBC AFFILIATE

Edward Petry & Co. Inc. . . . National Representatives

Louis N. Persio

LOUIS N. PERSIO, 39, chief engineer of WRAK Williamsport, Pa., died suddenly at his home Aug. 6. Mr. Persio started working as a WRAK engineer 17 years ago when the station first began operations. In 1934, he was appointed chief engineer and held that position until his death. He was a member of the International Radio Engineers and president of its Williamsport chapter. Survivors include his mother, a sister, and a sister-in-law, all of Erie, Pa.

Joseph Vessey

JOSEPH VESSEY, 69, secretary of Kenyon & Eckhardt, New York, died on Aug. 11 at his home, 14 Stanford Place, Montclair, N. J. He had suffered a cerebral hemorrhage on July 16. Mr. Vessey joined Kenyon & Eckhardt in 1929 and prior to that was associated with the firm's parent company, R. D. Lilibridge Inc. Surviving are his wife, Agnes Joyce Vessey, and a daughter, Mrs. L. E. Spangler.

CHECK FOR $7,500 is presented to Dr. Frank F. Warren (l), president of Whitworth College, Spokane, Wash., on behalf of Spokane Press Club by R. W. Brazeal, vice president in charge of programs, KHQ. Presentation marked completion of a gift of $10,000 voted by club a year ago for the purpose of establishing a department of journalism at Whitworth. Dr. Warren reported 38 students had taken journalism courses during new department's first year.

New NAB Station Aid

FORMULA for successful development of broadcast stations as community entities is offered by the NAB Small Market Stations Division. Titled "The Broadcaster's Community Challenge," the booklet was written by Robert T. Mason, WMRN Marion, Ohio, member of the NAB Small Market Stations Executive Committee. Mr. Mason has been a leading advocate of enterprising community service by stations.

Respects

(*Continued from page 50*)

Though he was formerly very active in athletics, he now holds himself to two hobbies, aviation and gin rummy. Constantly using planes in business and pleasure travel, his friends say he would rather fly than eat. As for gin rummy, he insists he is good at it, while those who play with him insist equally vehemently he just inherited the luck of the gods. At any rate he cleans up consistently.

He lives at Rockville Center, Long Island. The family consists of Blanche, his wife, Gail Lynne, 4, and Neil Fawcett, 2.

1-kw Daytimer Launched At Michigan City, Ind.

MICHIGAN CITY, Ind., had its first station as WIMS began daytime operation Aug. 8 with 1 kw on 1420 kc. Equipment is Raytheon throughout, with a 200-ft. Wincharger antenna.

Licensee of WIMS is Northern Indiana Broadcasters Inc., headed by President O. E. Richardson. S. R. Herkner is secretary and manager, Bill Blank is treasurer and Al Halus, who until recently headed Homer Griffith Co.'s Chicago office, is sales director.

COMMERCIAL

HAROLD GAISFORD, salesman at KLX Oakland, Calif., has been appointed sales manager.

ROBERT BRECKNER, assistant director of CBS Hollywood, has been named to post of network sales service, working under **FRANK OXARART,** department head. He replaces **HENRY FLYNN,** who has shifted to Radio Sales representative for network in Hollywood. Mr. Breckner joined network in January 1946 after more than three years of Navy intelligence service. After six months in transcription department, he joined production department as an assistant director. He is the son of the late **GARY BRECKNER,** Hollywood announcer-m.c.

Mr. Breckner

ALLEN EMBURY, AAF veteran with seven years of radio and advertising experience, has been named sales manager of WOSH Oshkosh, Wis.

LARRY KRASNER, Pacific Coast manager of Forjoe & Co., station representatives, Aug. 15 announced a move to larger quarters in San Francisco, at 607 Market St.

KGFN, new 250-w Grass Valley, Calif. station on 1400 kc, has appointed Tracy Moore & Assoc., Hollywood, as national sales representative.

BILL LARIMER, formerly with the CBS Los Angeles Radio Sales office, has joined radio sales department of WBBM Chicago.

AVERY-KNODEL Inc. has been appointed sales representative for WIBA Madison, Wis.

CLARE BAKER, traffic manager and executive secretary of KGFJ Hollywood, has resigned for government foreign service, with **SUE WOODS,** of N. W. Ayer & Son Hollywood radio department, taking over her former assignments.

HENRY FLYNN, CBS Hollywood Radio Sales representative, arrives in New York Aug. 25 for network conferences and will proceed to Richmond, Washington and Chicago before returning to the West Coast in late September.

ADVERTISING FEDERATION OF AMERICA has elected WRUF Gainesville, Fla. and WEXL Royal Oak, Mich. to membership in federation.

CHRISTINA ERDMAN, traffic manager of WJBK Detroit, has been awarded a citation for meritorius service for her voluntary efforts and outstanding achievement within the 5th Army area in behalf of the U. S. Army Recruiting Service.

BYRON NELSON, ABC Hollywood account executive, is the father of a boy.

JOE GIBNEY, former traffic manager of KLIX Twin Falls, Idaho, has been transferred to sales staff but will continue as record m.c. on his afternoon show, "Joe's Clicks Club."

WILLIAM H. LEITZ, former Counter Intelligence Corp. agent and radio writer-producer for State Dept. in the Pacific and European Theatres of war, has joined sales staff of WHLI Hempstead, L. I., N. Y.

JOHN WARD, member of traffic department of WGN Chicago, is the father of a girl, Diane.

DAN DENNY, NBC radio recording sales representative in St. Louis, has transferred to Chicago to fill vacancy created by transfer of **SCOTT KECK** to New York office.

BRUCE BRYANT, former salesman of KTUC Tucson, has joined local and spot sales departments of WENR Chicago and ABC Central Division, respectively, as salesman.

WALTER TOLLESON Jr., assistant sales manager of NBC Western division, was honored during the International Lions Club convention at San Francisco by a delegation from Tolleson, Ariz. City was named after Mr. Tolleson's father who was one of its founders.

DONALD MILLER, former sales manager of Alliance Rubber Co., has been appointed market research director of WLW Cincinnati.

CARL JEWETT, former commercial manager of WKAN Kankakee, Ill., has joined Chicago office of J. P. McKinney & Sons, station representatives, as sales manager.

FRANK J. MILLER graduate of U. of Minnesota, and **AL JENNINGS,** formerly with WJHP Jacksonville, Fla., have joined sales staff of WINZ Hollywood, Fla. **HILLARD AVRUTIS,** formerly with KTUC Tucson, Ariz., has joined WINZ as account executive.

KAREL PEARSON, assistant manager of NBC Hollywood traffic department, is the father of a boy born Aug. 5.

5000 REWARD!

DULUTH, MINN.—Have you seen this man? He is Otto Mattick, who left Duluth recently to find out why KDAL's new power increase to 5000 watts gives it such terrific coverage.

Otto may be recognized by the reciprocating dingle-arm he uses to measure nofer trunions. Anyone seeing him is urged to contact KDAL as Otto will be a long way from home and is undoubtedly lost trying to reach the extent of KDAL's new 5000 watt signal.

If you can't find Otto, claim your 5000 reward by contacting Avery-Knodel. Learn why KDAL is a better buy than ever!

100 PERCENT
HOME CITY COUNTY
Daytime BMB
is part of the story
you should know about
KFXJ
Serving a "Peach" of
a market
GRAND JUNCTION,
COLORADO
in
Western Colorado's
Rich Fruit Belt

Some twenty years ago WCAO became one of the sixteen stations which formed the original CBS network.

Through all these years WCAO has performed a fuller service to its listeners through the broad sweep and tremendous scope of the outstanding programs of CBS. Because of its network affiliation "The Voice of Baltimore" has been able to bring its listeners programs of an educational and informative value, as well as a wealth of entertainment, that have helped to make it a more productive medium for its advertisers.

Today, looking forward to many more years of cordial relationship with CBS and anticipating the greater opportunities for supplying outstanding network programs of information, education and entertainment, WCAO says with a respect based on the years and with deep pride in its partnership—

"Hail, Columbia"

KITTIE KIRKBRIDGE, former free-lance television producer, **IRAN BERLOW,** former radio and stage actor and director, and **FREDRIC STANGE,** actor, have joined Marlowe Television Assoc., New York.

STEPHEN J. DEITZ, formerly in designing and engineering of industrial electronic controls at Ripley Co., Torrington, Conn., has been named head of sales engineering for Industrial Control Div. of Langevin Mfg. Co., New York, manufacturers of broadcast audio facilities and custom-built sound installations. **RALPH J. HUGH,** former sales manager of Ripley Co., has joined Langevin as sales director of that division.

JOHN R. ALLEN, former director of radio and television for Marschalk & Pratt, New York, has opened own offices located at 16 E. 58th St., New York, as television consultant specializing in production of visual commercials. Before his association with Marschalk & Pratt, Mr. Allen was with NBC television department.

KEY W. RYAN has been appointed supervisor of sales and service for the South Wind "Sealed Heat" Div. of Stewart-Warner Corp. Mr. Ryan, who joined division in January, succeeds **A. L. FOLLEY.**

JOHN H. ZEIGLER, former sales promotion director of J. D. Wrather Productions Inc., Beverly Hills, Calif., has joined John Sutherland Productions Inc., Los Angeles (video, commercial films), in similar capacity.

MAURICE G. GURIN, who has been associate member of Leonard V. Finder & Assoc., New York public relations firm, has been appointed executive vice president of that organization.

MAURICE BASSECHES, formerly with American Jewish Committee, New York, and **BERYL L. REUBENS,** former assistant publicity director of Columbia Records, New York, have joined Finder & Assoc., as account executive and assistant account executive, respectively.

ALLIED ARTS

GENE AUTRY RADIO PRODUCTIONS, Hollywood, under direction of **LESLIE CLUCAS,** has cut an audition record of new live half-hour Western show, "State Fair Jamboree," for sponsor consideration. Cast includes Hoosier Hot Shots, Curt Massey, Martha Mears and Frank Worth orchestra and male quartette. Audition was recorded at CBS Hollywood.

WESTINGHOUSE ELECTRIC SUPPLY Co., Baltimore branch, last week held premier showing of new line of Westinghouse radios at Lord Baltimore Hotel for more than 300 dealers from Baltimore, Western Maryland, Virginia and West Virginia.

RCA TUBE Dept., Harrison, N. J., has prepared a new sales aid folder, illustrating and describing complete line of promotional pieces and displays prepared for radio dealers and servicemen. Folder is available free from RCA distributors.

A. C. NIELSEN Co., Chicago, last week announced a new service titled the "Nielsen Variety Index." Manufacturers in drug and food industries in U. S., United Kingdom and Canada are among Nielsen clients. Index is designed to measure sale of classes and brands of drugs, toiletries and cosmetic lines off the counters of variety stores.

JAMES STABILE has been appointed eastern regional executive secretary of Radio Writers Guild. Mr. Stabile, an attorney formerly with the Authors' League, replaces **MICHAEL DAVIDSON,** who becomes western regional executive secretary with headquarters in Hollywood.

WILLIAM FEINBERG, of General Artists Corp., New York, announced last week that he is opening his own office as labor consultant in entertainment field. Before joining General Artists last year Mr. Feinberg was for 12 years secretary of Local 802, American Federation of Musicians.

BERNARD LUBER, formerly in charge of talent and casting departments of Republic Pictures, has been named vice president and general manager of Amusement Enterprises Inc., Beverly Hills, Calif., talent service.

U. S. TELEVISION MFG. Corp., New York, has appointed Ross Assoc. Inc., Detroit, as Michigan factory representatives. **HERBERT SCHILLER** has been appointed UST sales representative for Brooklyn, N. Y.

AL WOOLEY, office manager of NBC Recording Division, Hollywood, and **DAL FASKEN,** network audience promotion writer, are to be married Aug. 30.

SID PASTNER and **LOU COLLINS** have formed Pasco Co., new Philadelphia record firm. First records are currently being released by company.

JOHN CHRIST, producer of J. Walter Thompson Co., Hollywood, is the father of a boy.

KARL SCHULLINGER, manager of Pedlar & Ryan Inc. Hollywood office, is in New York for three weeks conferring with agency executives relative to Camay fall radio plans.

ALICE SMART, former casting director of "This Is the F.B.I.", has joined Kenyon & Eckhardt's "Ford Theatre" in the same capacity.

EXCLUSIVE RADIO FEATURES Ltd., Toronto (transcriptions), has moved to new quarters in Fulpart Bldg., 225 Mutual St., new home of CHUM Toronto. Telephone: Waverley 9419.

SURPLUS electronic equipment designed for the scrap pile will be offered to schools by War Assets Administration at five cents on the dollar. While most usable items have been screened from surplus stocks, WAA believes schools will be able to adapt surplus equipment for instruction, research and development purposes. Engineering colleges are cooperating with WAA by suggesting means of using this surplus. Priority schedule has been created.

NEWS

PHILIP R. JASEN, promotion-publicity director of WTAG Worcester, Mass., has been named as station's first director of sports broadcasts.

BOB MARTIN has joined news staff of WGAT Utica, N. Y., after receiving his A.B. degree at U. of Syracuse.

TOM FLYNN, of the news staff of KPO San Francisco, has been named assistant manager of KPO news and public service.

SIMMONDS AND SIMMONDS Inc., Chicago agricultural advertising and publishing firm, has developed new script service for local farm radio editors. Titled "The Radio Farm Editor's Informant" package is issued weekly to local subscribing stations on care and feeding of livestock and poultry.

CLIFF DAVIS, hunting and fishing reporter for WBZ-WBZA Boston-Springfield, leaves Aug. 18 for three-week trip to fishing and hunting waters and fields of Alaska. He will transcribe his programs afield and they will be flown to Boston for delayed broadcast.

CHARLEY STOOKEY, farm editor of KXOK St. Louis, has been presented with an honorary membership in National Society of Auctioneers and named a "Colonel" in the organization.

INA STEPHENSON, member of news and public service section of KPO San Francisco, has resigned and also has announced her engagement to **BURT LEIPER,** member of NBC New York news staff.

BILL GREYSON, newscaster of KXOB Stockton, Calif., is the father of a boy.

ROBERT REDEEN, news director of WOC Davenport, Iowa, and Margaret Stephens have announced their marriage.

Farm Market - City Market

KFH gives you TWIN coverage

You can double your sales impact right in the heart of a 750 million dollar farm and city market—a rich, spending TWIN market covered by KFH. That's why KFH is known as the "Selling Station for the Southwest." Now with bumper crops and busy city folks, that goes DOUBLE.

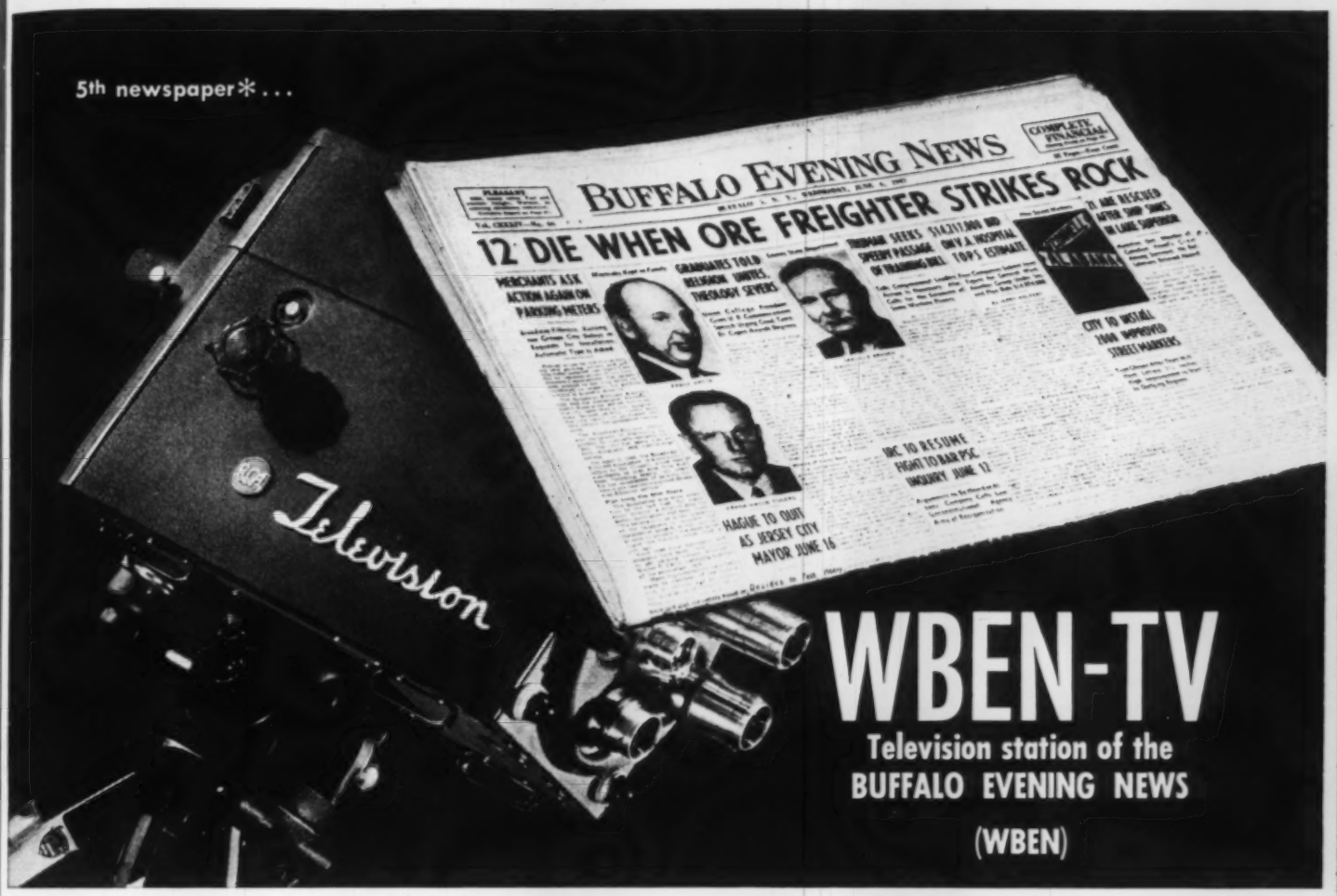
KFH

WICHITA IS A HOOPERATED CITY

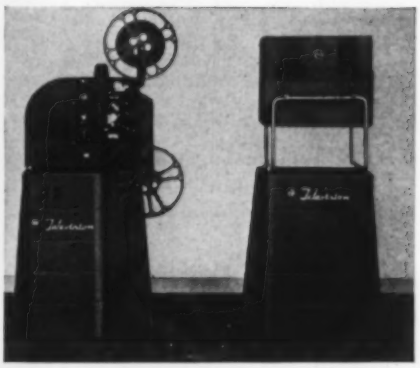
WICHITA, KANSAS

CALL ANY PETRY OFFICE

CBS... 5000 WATTS DAY AND NIGHT


5th newspaper*...
BUFFALO EVENING NEWS
12 DIE WHEN ORE FREIGHTER STRIKES ROCK
MERCHANTS ASK ACTION AGAIN ON PARKING METERS
GRADUATES TOLD RELIGION UNITES, THEOLOGY SEVERS
HAGUE TO QUIT AS JERSEY CITY MAYOR JUNE 16
IRC TO RESUME FIGHT TO BAR PSC INQUIRY JUNE 12
CITY TO INSTALL 1000 IMPROVED STREET MARKERS
Television
WBEN-TV
Television station of the
BUFFALO EVENING NEWS
(WBEN)

WITH LEADING NEWSPAPERS . . . IT'S TELEVISION BY RCA



Film equipment for WBEN-TV—pictures are projected directly on the pick-up tube in the film camera (right) to obtain a video signal. A mirror-switching system makes it possible for one camera to serve two projectors . . . assures uninterrupted film programming.

● The *Buffalo Evening News* was quick to recognize the tremendous audience impact promised by television. Present plans call for full-scale television operation by the end of the year.

As with most of today's television stations, RCA will furnish all the equipment necessary to put WBEN-TV on the air. RCA's 5000-watt television transmitter, choice of most newspaper telecasters from coast to coast, will feed a Super Turnstile antenna . . . which will boost the radiated power to more than 14,000 watts.

A two-camera field pickup chain will provide on-the-scene telecasts of spot news and special events. Two RCA television-type film projectors and a film camera will permit convenient, versatile sound-film programming . . . simplify the insertion of station breaks, commercials, and special effects. New RCA image-orthicon *studio* cameras will be used to assure high-definition pictures of live studio programs without the need for elaborate lighting. RCA control, test, monitoring, and auxiliary equipment make up the balance of this station's order.

Television for the *Buffalo Evening News* (WBEN) will add another history making chapter to its enviable record of pioneering . . . a record that includes ultra-high-frequency broadcasting as early as 1932 . . . daily facsimile broadcasts in 1938.

What are *your* television plans? Everything needed to start a station is in quantity production at RCA. An indication of your requirements *now* will assure early delivery of equipment. Write Dept. 18-H-2.

*Already announced—*St. Louis Post-Dispatch*, The *Milwaukee Journal*, The Washington *Evening Star* and The *Philadelphia Inquirer*

TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

TOMMY DORSEY

DISC JOCKEY SHOW

Starting Sept. 8th
Monday thru Friday
1:30 to 2:30 p.m.

Make Tommy Dorsey your star salesman and watch him sell — sell — sell. Available now in quarter-hour strips at extremely moderate cost. Call or wire WMAL or ABC Spot Sales today!

WMAL

5000 WATTS 630 K.C.
BASIC ABC NETWORK
Washington, D. C.

BEN BEZOFF, former assistant manager of KMYR Denver, has established Ben Bezoff & Co., advertising and public relations counsel, in that city. Mr. Bezoff, who is a member of Colorado State Legislature, formerly was news commenator and announcer with KLZ Denver, WKY Oklahoma City, and stations in New York and Niagara Falls. During war he served as OWI director for Rocky Mountain region and was for a time a war correspondent in ETO.

JOSEPH W. MADDEN, secretary of National Export Adv. Service Inc., has left New York for a three week trip to Puerto Rico to study the local advertising situation.

ROBERT F. HOLMAN, former director of research for H. W. Kastor & Sons, Chicago, has joined New York office of Dancer-Fitzgerald-Sample Inc., as coordinator of research and market analysis.

HAROLD GINGRICH, associated with W. E. Long Co., Chicago, since 1943, has been appointed radio director of the agency, replacing **E. J. SPERRY**, who resigned last month to go into business for himself [BROADCASTING, July 21].

H. K. L. Adv., new Los Angeles agency, has opened offices at 355 S. Broadway. Heading agency are **JOEL HARVEY**, former MGM New York production manager; **HARRY L. LECHTMAN**, former national public relations director of Los Angeles Sanatorium; **ROSE N. KNIGHT**, formerly of Selznick Studios.

MOSER & COTINS Inc., Utica, N. Y., has been elected to American Assn. of Adv. Agencies.

GEORGE J. WALSH, former account executive at John A. Finneran Inc., New York, has joined Gunn-Mears Adv., New York, in same capacity.

ROBERT A. BURNS, former copywriter at A. W. Lewin Co., New York, has joined James Thomas Chirurg Co., New York, in same capacity.

ANN CARNAHAN, formerly with Vogue Magazine, New York, has joined print copy department of Compton Adv., New York.

GORDON G. VANDERWARKER, who recently returned from California, has rejoined Benton & Bowles, New York, as media coordinator with the Procter & Gamble group.

RADIO WOW OMAHA
NBC AFFILIATE
5000 WATTS
590 KC

WRITE, WIRE, OR PHONE
JOHN J. GILLIN
or JOHN BLAIR

AGENCIES

HARRY PESIN, former director of creative services at Lester L. Wolff Inc., New York, has joined Rockmore Co., New York, as a copywriter.

SHIRLEY WOODELL, of J. Walter Thompson Co., International Dept., New York, left last week for six weeks' trip to Mexico, Central and South America and West Indies to visit the agency's international clients.

TED SMITH, former Hollywood television director of J. Walter Thompson Co., following six months' vacation in Tahiti, has returned to Southern California to re-establish himself in video production.

GENE UMLAND, former advertising manager of Granat Bros., San Francisco (wholesale, retail jewelry), has opened own local advertising agency.

KENNETH H. JOY, former account executive of Brisacher, Van Norden & Staff, New York, has joined Hixson-O'Donnell Adv., New York, in an executive capacity.

ARNOLD TUTELMAN, formerly of "Yank" has joined Julius J. Rowen Co., New York, replacing **MAURICE MANDELL** as production manager. Mr. Mandell has resigned to accept teaching assistantship at Syracuse U.

DAVID GRANT has replaced **BUD ERNST** as Raymond R. Morgan Co. Hollywood producer of MBS "Heart's Desire."

JOHN CONNER, formerly in advertising departments of Bank of America, and Shell Oil Co., San Francisco, has joined Young & Rubicam Inc., that city, as copywriter. **DICK ROTHLIN** has been named assistant production manager, with **VERNON LEIBBRANDT** becoming assistant to **DON STERNLOFF**, art director.

JAMES H. WRIGHT, who has been associated for past five years with Kastor, Farrell, Chesley & Clifford, New York, and who has been active on Drene Shampoo account, has joined Harry B. Cohen Adv., New York, as an executive in creative and merchandising departments. Mr. Wright's addition is part of expansion move at the agency.

MARION SIMPSON has joined Hollywood radio staff of Needham, Louis & Brorby, replacing **MARGUERITE ASHWORTH**, who resigned to become an airline stewardess.

WILLIAM H. LEWIS Jr., formerly with Kastor, Farrell, Chesley & Clifford, and prior to that with Dancer-Fitzgerald-Sample, has joined account executive group of Compton Adv., New York. He will work on the Procter & Gamble, Cincinnati, Drene account.

CHARLES ALSUP, former advertising manager of Packard-Bell Co., Los Angeles radio manufacturer, has joined Buchanan & Co., that city, as account executive.

RUTH JOHNSON, former timebuyer and production manager of Raymond R. Morgan Co., Hollywood, has joined Western Adv. Agency, Los Angeles, as timebuyer and assistant to **MILTON CARLSON**, vice president and radio director of agency.

RAYMOND R. MORGAN Co., Hollywood, in an expansion, has moved to new and larger offices at 6233 Hollywood Blvd. Telephone: Hempstead 4194.

PAUL LANGFORD, former radio director of Rogers & Smith Adv., Los Angeles, has joined Irwin-McHugh Adv., Hollywood, as account executive and producer.

CARL M. STANTON, supervisor of nighttime shows for Shows Productions Inc., subsidiary of Dancer-Fitzgerald-Sample, New York, is in Hollywood for three weeks for start of five weekly CBS "Jack Smith Show," resuming Aug. 25 and to originate from West Coast for five weeks.

ARDEN PACKARD, co-owner of Packard & Packard Adv., Los Angeles, is in Long Beach (Calif.) Naval Hospital, recuperating from a major abdominal operation.

ROBERT VAN BUSKIRK, recently discharged from Army, has joined production staff of Columbian Adv., Los Angeles.

MILTON CARLSON, radio director of Western Adv. Agency, Los Angeles, is the father of a boy born Aug. 6.

NEL HARNICK, former sales promotion and editorial writer of Lockheed Aircraft Corp., Burbank, Calif., has joined Atherton & Co., Hollywood, as copywriter. **BOB WILLIAMS**, former CBS Hollywood sound effects engineer, has joined agency as premium contact man on KGER Long Beach, Calif., program "Hail The Champ."

RAY CORMIER, account executive of Allied Adv. Agencies, Los Angeles, is in Seattle for two weeks to handle production department of firm's office there.

BOB DOBBIN, HAROLD FLINT and **MILDRED GREGERSON**, have become stockholders in Barney Lavin Inc., Fargo, N. D. Mr. Dobbin and Mr. Flint were elected vice presidents, and Miss Gregerson as assistant secretary-treasurer.

JOHN U. WEBER, vice president in charge of radio for J. Walter Thompson Co., New York, is in Hollywood for conferences with Al Jolson on format and cast of new NBC "Kraft Music Hall" which starts Oct. 2.

LEE-MURRAY Adv., New York, formerly located at 15 East 40th St., has moved to larger quarters at 71 West 45th St., New York.

GERALD LAUCK, executive vice president of N. W. Ayer & Son, Philadelphia, is in Hollywood conferring with agency executives relative to new business.

Radio Station WBBQ

Augusta's Leading Station

and

One of America's Most Progressive 250 watt stations

Announces the Appointment of

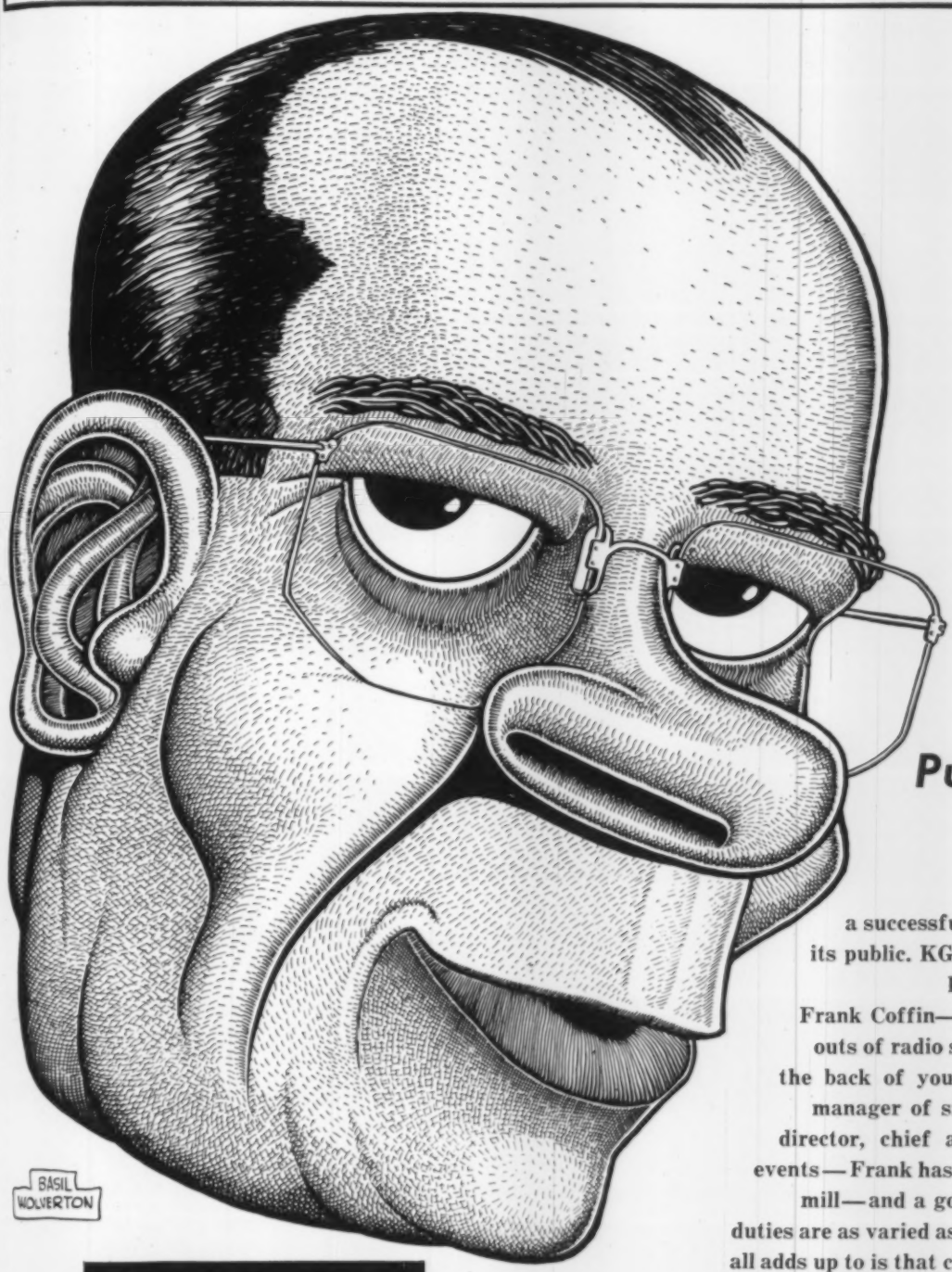
THE WALKER COMPANY

As Its Exclusive National Representative

It takes all kinds of people

...TO RUN A RADIO STATION

Caricature by BASIL WOLVERTON, originator of the spaghetti and meatball school of art and portrayer of Lena the Hyena



FRANK COFFIN

Public Relations Director

First, last and all the time, a successful radio station must remember its public. KGW has entrusted its important Public Relations assignment to Frank Coffin—a man who knows the ins and outs of radio station operation like you know the back of your hand. Salesman, announcer, manager of small-market stations, program director, chief announcer, director of special events—Frank has been through the broadcasting mill—and a good thing, too, because Frank's duties are as varied as broadcasting itself. What this all adds up to is that capable Frank Coffin is another one of the KGW people bending every effort to make your investment in KGW time pay big dividends. It pays to put KGW—the PLUS VALUE station—on your schedules.

Next Week—EVELYN SIBLEY LAMPMAN, *Educational Director*

KGW

PORTLAND, OREGON

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

DR. FRANK BACK, inventor of the Zoomar lens, which permits video change of focus without changing lens or moving camera, inspects the lens after its experimental use on a WCBS-TV New York telecast.

RADIO RECEIVING set production in Canada in May totalled 61,586 units, as compared to 47,724 units in April, according to a return released by Dominion Bureau of Statistics, Ottawa. Total output for first five months of 1947 was 318,408 sets compared to 197,503 during the same period in 1946.

WMAL, American U. Offer Four-Year Radio Course

FOUR-YEAR course in radio and television, leading to a B.S. degree with a major in radio, has been created by American U., Washington, D. C., in cooperation with WMAL that city. The new schedule will become effective this fall. American U. and WMAL began the radio school last September [BROADCASTING, Aug. 19, 1946], but until this time had not offered a degree in this field.

All courses are taught by professional radio people under the direction of Gordon Hubbel, director of program operations for WMAL. New additions to the teaching staff include Hazel Markel, director of community service and education, WTOP Washington; Maurice B. Mitchel, WTOP sales manager, and Erich Saxl, FCC. All other instructors are WMAL staff members.

TECHNICAL

T. L. KIDD, formerly with KTSA San Antonio, has joined KSFA Nacogdoches, Tex., as chief engineer.

WILLIAM P. GRETHER, broadcasting consultant formerly with Grether Radio Electronics Corp., Norfolk, Va., has opened offices in Raleigh, N. C., under firm name of William P. Grether Inc. Associated with Mr. Grether, president, are **E. N. DeWITT,** secretary-treasurer, and **FRANCIS C. GRETHER,** vice president. Firm is located at 6 E. Davie St., and will specialize in broadcast and communications engineering, installation, maintenance and field engineering. Telephone: 3-1021.

SHERM HILDRETH, member of NBC Washington engineering department, is the father of a boy, Sherman Curtis Jr., born Aug. 6. Mrs. Hildreth is the former **PRISCILLA HALL,** of promotion department of WINX Washington.

Ice Caps for Camera

TELEVISION'S torrid pioneer days played a return engagement at WBKB, Chicago video station, fortnight ago when main studio's air-conditioning system picked Chicago's hottest day to break down. Performers grinned bravely into cameras and mopped brows when out of range. Less tolerant than humans, the orthicons balked. Engineer Jim Leahey quick-wittedly built caps of dry ice for the cameras and the show went on.

JOHN K. HILLIARD, chief engineer of Altec Lansing Corp., New York, is on tour of Alaska as consultant on motion picture theatre and military electronic problems.

JOHN STEVENS, chief engineer of KEEN San Jose, Calif., recovered from injuries received in recent auto accident, has returned to station duties.

ALLEN B. Du MONT LABORATORIES has introduced instrument which company states "bridges the gap necessary to make your oscillograph a quantitative as well as qualitative measuring tool." The type 264-A voltage calibrator, priced at $36.50, is independent of line voltage variations and can be used with any make of oscillograph.

SOUND APPARATUS Co., New York, has announced a brochure prepared on a "Portable Reverberation Analyzer," is now available. Literature contains detailed data on reverberation-time measurements made with firm's graphic high speed level recorder Model PL, in combination with warble tone oscillator Model WO. Brochure may be obtained from Sound Apparatus Co., 233 Broadway, New York 7, N. Y.

RECORD PLAYERS specifically designed for classroom use have been developed by both **Zenith Radio Corp.** and **RCA Victor.** Zenith unit originally was designed for use as record demonstrator for record stores, but has now been made available to educational institutions after many requests. RCA table model Victrola has been developed to meet needs of classroom and offer console-instrument performance by means of 12" speaker and large amplifier. Deliveries to dealers of RCA unit are expected to begin about Sept. 1.

HAROLD R. RANDOL, chief engineer of WBZA Springfield, Mass., has received 25-year service button from Westinghouse Radio Stations Inc.

BARBARA VOLKMANN, of engineering headquarters of Westinghouse Radio Stations Inc., and William J. Kappeler were married Aug. 2.

SURVEY conducted in the metropolitan area by Industrial Television, Inc., Nutley, N. J., showed that ITI receivers, first put on market four months ago, are now being viewed by 100,000 persons weekly.

WTAG dominates Worcester's audience DAY and NIGHT

DAYTIME—

The top ten programs are divided among Worcester's stations like this:

WTAG	9
STA. A	0
STA. B	0
STA. C	1
STA. D	0

WTAG *has 9 of the Top Ten!*

NIGHTTIME—

The first fifteen programs, by stations, are divided as follows:

WTAG	14
STA. A	0
STA. B	1
STA. C	0
STA. D	0

WTAG *has 14 of the First Fifteen!*

(14 of the Second Fifteen, also!)

Audience ratings from Hooper, Dec. 1946 thru April, 1947

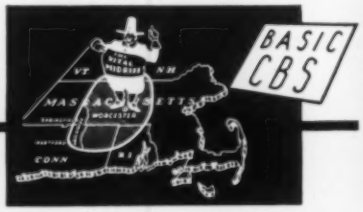
When You Buy Time---Buy A Buying Audience!

WTAG WORCESTER 580 KC 5000 Watts

WTAG-FM

PAUL H. RAYMER CO. *National Sales Representatives.*

Affiliated with the Worcester Telegram & Gazette.



BEST SPOT to Sell "Spot Time"

Advertising Agencies control most spot business and ADVERTISING AGE has the largest A. B. C. agency circulation.

Advertising Age

The National Newspaper of Marketing

100 E. Ohio St. Chicago 11, Ill.

TWO POPULAR RECTIFIER TUBES

for broadcast, communications, and other work

●

. . . better built for more hours of topgrade performance!

RATINGS

	GL-8008	GL-673
Cathode voltage	5 v	5 v
current	7.5 amp	10 amp
Typical heating time	30 sec	30 sec
Anode peak inverse voltage	10,000 v	15,000 v
peak current	5 amp	6 amp
avg current	1.25 amp	1.5 amp

Heavy-duty bases, with large pin-contact area, are one of many features that give these mercury-vapor phanotrons the dependability needed for 24-hour broadcast-station use—extra reliability for police-radio, aviation, and other exacting communications work—the steady efficiency required to convert power for small d-c industrial equipment operating on full schedule.

Minimum temperature rise is an especially valuable characteristic of Types GL-8008 and GL-673. Installation of these tubes reduces the cooling problem for broadcast-station and factory engineers.

Less mounting space needed . . . this is an important result of the straight-side envelope design in contrast to the bulb shape of older types. Maintenance men, too, report that the straight-side contour makes Types GL-8008 and GL-673 easier to handle, and helps ward off accidental tube breakage.

Sturdy, shock-resistant . . . these qualities stem from the modern structural design of the GL-8008 and GL-673—their strongly braced cathodes, and their nickel anodes which, lighter in weight than others, put less strain on the seal above them, enabling the latter to withstand shocks and vibration better.

General Electric builds a complete line of phanotron rectifier tubes—15 types in all, matching every broadcasting, communications, or industrial need. Your nearby G-E tube distributor or dealer will be glad to give you prices and full details. Phone him today! *Electronics Department, General Electric Company, Schenectady 5, N. Y.*

G.E.'s new Transmitting Tube Manual is the most complete book in its field! Profusely illustrated; packed with application data. Over 600 large pages. Price $2, with an annual service charge of $1 for new and revised pages to keep the manual up-to-date. Order direct from General Electric Company.

GENERAL ELECTRIC

161-F3-885C

FIRST AND GREATEST NAME IN ELECTRONICS

...WHEN YOU BUY RADIO IN METROPOLITAN NEW YORK...

Buy WAAT

MORE AND MORE ADVERTISERS ARE ...BECAUSE THEY KNOW THAT:

WAAT DELIVERS MORE LISTENERS PER DOLLAR IN NORTH JERSEY AND NEW YORK CITY THAN ANY OTHER STATION ...INCLUDING ALL 50,000 WATTERS.

- ✔ FIRST IN AM
- ✔ FIRST IN COMMERCIAL FM (WAAW)
- ✔ SOON FIRST IN TELEVISION

New Jersey's 1ST Station

WAAT

970 ON THE DIAL

NEWARK-NEW JERSEY

NETWORK ACCOUNTS

New Business

PROCTER & GAMBLE Co., Cincinnati, Aug. 25 starts for 52 weeks "Mystery of the Week" on 43 Don Lee Pacific stations, plus KALL and KFEL, Mon. thru Fri., 9:15-9:30 p.m. (PST). Agency: Dancer-Fitzgerald-Sample, New York.

PETER PAUL Inc., Naugatuck, Conn. (candy-gum), Aug. 18 starts "James Abbe Observer," news commentary, quarter hour Tues. and Thur. on 38 ABC Western stations. Agency: Brisacher, Van Norden & Staff, Los Angeles.

LIGGETT & MEYERS TOBACCO Co., New York (Chesterfield Cigarettes), in the fall expands "Arthur Godfrey" on CBS, 11-11:30 a.m., from Mon., Wed. and Fri. to Mon.-Fri. Agency: Newell-Emmett, New York

S.O.S. Co., Chicago (S.O.S. Cleaner), begins for 13 weeks "Sidelights In the News" on Yankee Network, Mon.-Fri. 8:30-8:35 a.m. Agency: McCann-Erickson, New York.

PHARMACO Co., Newark, N. J. (Feen-a-Mint and Chooz gum), Sept. 29 begins "The Adventures of Charlie Chan" on 15 Yankee Network stations, Mon. 8:30-9 p.m. Agency: Ruthrauff & Ryan, New York.

SWIFT & Co., Chicago, Nov. 8 starts for 52 weeks "Meet the Meeks" on NBC, Sat. 10-10:30 a.m. (CST), originating from Chicago: Agency: J. Walter Thompson Co., Chicago.

SUNNYVALE PACKING Co., Sunnyvale, Calif. (Rancho Soups), Aug. 18 starts "Meet the Missus" on 30 CBS Western stations, Mon., Wed., Fri., 2:45-3 p.m. (PST). Agency: Ruthrauff & Ryan, San Francisco.

S.O.S. Co., Chicago (cleanser), Sept. 22 starts "Front Page Features" on 13 CBS Pacific stations, three times weekly, 5-5:15 p.m. (PST). Agency: McCann-Erickson, San Francisco.

SEASIDE OIL Co., Santa Barbara (petroleum products, accessories), Aug. 12 extended "Gas Again" on 17 Don Lee California stations to Arizona, increasing list to 19 (Tues.-Thurs., 3:30-3:45 p.m., PST). Program which also airs over KHJ Hollywood on Mon.-Wed.-Fri. in addition, expands to KFRC San Francisco as well, starting Aug. 18. Agency: Lockwood - Shackelford, Los Angeles.

WHEN SWIFT & CO. completed negotiations to sponsor NBC's *Archie Andrews* program, previously carried on a sustaining basis, network, agency and sponsor executives were on hand. L to r: Vernon D. Beatty, advertising director, Swift & Co,; Anderson Hewitt, account executive, J. Walter Thompson Co. (Swift agency); Howard L. Martin, advertising manager of Franks Division of Swift; I. E. Showerman, this month named vice president of NBC Central Division, and Paul McCluer, sales manager of Central Division. Sponsorship started on Aug. 9.

Renewal Accounts

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. J. (Colgate dental cream), following eight-week summer hiatus, Aug. 27 resumes "Dennis Day Show" on 151 NBC stations, Wed., 4-4:30 p.m. (EDST) with West Coast repeat 8-8:30 p.m. (PST). Agency: Ted Bates Co., New York.

CANADIAN BREWERIES Ltd., Toronto (beer), Sept. 17 renews to June 9, 1948, "Radio Carabin" on 11 French network stations, Wed. 9-10 p.m. Agency: Spitzer & Mills Ltd., Toronto.

MOLSON'S BREWERY, Montreal (beer), Nov. 9 renews "Radio Concerts Canadienne" on 12 French network programs, Mon. 9-9:45 p.m. Agency: Cockfield Brown & Co., Montreal.

ROBIN HOOD FLOUR MILLS, Toronto (flour and cereals), Aug. 21 renews to Feb. 12, 1948, "Les Talents de Chez Nous" on 11 French network stations, Thurs. 8-8:30 p.m. Agency: Young & Rubicam, Toronto.

HUDSON BAY Co., Winnipeg (raw fur buying division), Oct. 4 renews to March 27, 1948, "Red River Barn Dance" on 11 Western Trans-Canada network settions, Sat. 11-11:30 p.m. Agency: Cockfield Brown & Co., Winnipeg.

Net Changes

EVERSHARP (CANADA) Ltd., Toronto (pens, pencils), Aug. 3 changed from CBS to NBC and renewed for one year "Take It Or Leave It" on 30 Dominion network stations, changing outlets at Toronto from CFRB to CJBC, at Montreal from CKAC to CBF, Sun. 10-10:30 p.m. Agency: Blow Co., New York.

CARNATION Co., Milwaukee, Sept. 26 drops "Lone Journey" on CBS, Mon.-Fri. 2:30-2:45 p.m. Agency: Erwin, Wasey & Co., New York.

COLGATE-PALMOLIVE-PEET Co., Toronto (Palmolive shave cream, Halo shampoo, Cue dentifrice), Sept. 20 changes time of "Share The Wealth" on Pacific Coast repeat on 4 British Columbia Trans-Canada network stations from 11:30 p.m.-12 midnight, to 12 midnight-12:30 a.m. Agency: Spitzer & Mills Ltd., Toronto.

Further testimonial TO THE PUBLIC SERVICE OF CHATTANOOGA'S PIONEER STATION

NATIONAL HOUSING AGENCY
OFFICE OF THE HOUSING EXPEDITER
222 Federal Building
Chattanooga, Tennessee

July 11, 1947

Mr. Ralph Patt, Manager
WDOD Broadcasting Corp.
Hamilton National Bank Building
Chattanooga, Tennessee

Dear Mr. Patt:

"-----Chattanooga is still far short in low-cost homes and rental housing. However, your radio aroused public sentiment sufficiently to bring force to bear with authoritative persons, and as a result we were able to obtain over 300 reuse units and government rental housing in the city and at Ft. Oglethorpe. In addition to this, over 2000 homes were built during the past eighteen months in spite of labor and material shortages.

"The veterans of World War II were assisted greatly by the fine service rendered by your radio station, and I know that they sincerely appreciate what you have done for them."

(Signed) Stanley R. Biesack
Stanley R. Biesack
Locality Expediter,
National Housing Agency

WDOD CBS
CHATTANOOGA, TENN. --5,000 WATTS DAY AND NIGHT
THE LEADER ALSO IN ADVERTISING AND LISTENING POPULARITY
NATIONAL REPRESENTATIVES • PAUL H. RAYMER CO.

PHILADELPHIA'S No. 1 Station

FOR PROMOTION!
CAR CARDS · 24 SHEETS
NEWSPAPER ADS
DIRECT MAIL
10,000 Walls

WIBG

Nationally by Adam J. Young, Inc.
In New York by Joseph Lang, 31 W. 47th Street

BETHLEHEM PROJECT

WGPA, 'Globe-Times' Sponsor Community Enterprises

COMMUNITY project designed to provide Bethlehem, Pa., with a continuous program of worthy local enterprises has been launched by WGPA Bethlehem and the affiliated *Globe-Times*, according to Arthur McCracken, WGPA manager. The project will be incorporated as The Bethlehem Globe-Times-WGPA Charities.

First venture will be professional football game Sept. 10 between the Bethlehem Bulldogs and the Newark-Bloomfield Cardinals. Proceeds will be used toward a community World War II memorial.

Back of the entire project is the belief of the station and newspaper that with the rights and privileges of individual or corporate citizenship go important obligations and responsibilities.

The enterprise recently financed a bus trip to the Philadelphia Zoo for Bethlehem children. Community comment about the joint civic enterprise has been "most inspiring," according to Mr. McCracken.

RCA TV Caravan Scores Heavily in Lake Charles

WHEN the RCA Victor-Allied Stores Television Caravan visited Muller's Department Store, Lake Charles, La., A. S. Marx, managing director of the store, reported that "store traffic for all three days was reminiscent of the holiday season, resulting in substantial increases in sales over the trend to date."

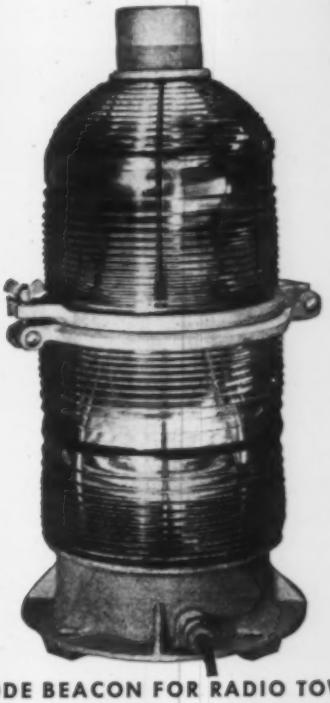
The Caravan was in Lake Charles Aug. 7-9, and those days were proclaimed Television Days by Mayor T. C. Price. The three local radio stations, one daily newspaper and weekly papers in nearby small towns conducted campaigns to inform people of the event.

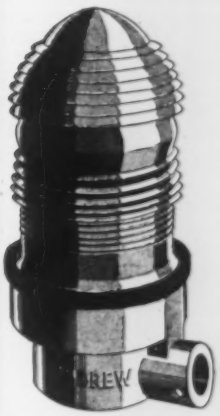
The Caravan reported that the audience was composed of many persons who had never seen television in any form. All wanted to know, "When will television come to Lake Charles to stay?" and "How much will a receiver cost?"

BBC Yearbook

BBC YEARBOOK for 1947 is being distributed by the BBC's New York office. The annual covers every aspect of the Corporation's work in its Home and Overseas Services and contains such articles as: "The Next Five Years in Broadcasting" by Sir William Haley, director-general of the BBC; "The British Radio Industry" by G. Darnley-Smith, Chairman, The Radio Industry Council; "The European Service" by Major-General Sir E. I. C. Jacob, Controller, European Services, BBC; "If I Were Head of the Third Programme" by Rose Macaulay; and "Scripts Wanted" by Louis MacNeice.

TOWER LIGHTING by ANDREW





CODE BEACON FOR RADIO TOWERS

A 300 MM code beacon designed and built by ANDREW for lighting radio towers as aviation hazards. Required by the CAA on radio towers of 150 feet or greater in height. Two 500-watt prefocus lamps provide an intense light which passes through red pyrex glass filters and is radiated in a circular, horizontal beam by cylindrical fresnel lenses. Metal parts are made of light-weight cast aluminum, with hardware of corrosion-resistant bronze.

LIGHTING FILTER. The ANDREW Model 1803 lighting filter serves to connect the 60-cycle lighting voltage across the base insulator of a series excited tower without detuning the tower. Three windings provide for operation of code beacon and obstruction lights. Mica insulated by-pass condensers of ample current rating included. Also offered in weatherproof steel housing.

OBSTRUCTION LIGHT. Type 661 is a 100-watt unit fitted with a red fresnel lens to concentrate the light in a nearly horizontal direction. Used in pairs at ⅓ and ⅔ levels on radio towers for aircraft warning.

BURNOUT INDICATORS. Highly damped meter with special wattmeter scale indicates when code beacons or obstruction lights need re-lamping.

FLASHERS. Designed to flash 300 MM code beacons at rate of 40 cycles per minute, as prescribed by government regulations. Flashers have 25-ampere contacts and condensers for radio interference elimination. Use K-10347 for one or two beacons; use K-10348 to maintain constant 2000-watt load with three beacons.

TIME SWITCHES. Switch tower lights on at sunset and off at sunrise. Special astronomic dial follows seasonal variations in sunset and sunrise time. Photo-electric models also available.

LAMPS. A complete stock of lamps for code beacons and obstruction lights is carried for the convenience of users. Available in a wide variety of filament voltages.

Pioneer Specialists in the Manufacture of a Complete Line of Antenna Equipment

ANDREW CO.
363 EAST 75th STREET
CHICAGO 19, ILLINOIS

HERE'S THE SHOW YOU HAVE ALWAYS WANTED!

Our famous

"QUIZ OF 2 CITIES"

Now available in a few markets

★ IT'S AMERICA'S NO. 1 LOCAL QUIZ SHOW.

★ AS LONG LASTING AS THE GREAT AMERICAN LOVE OF COMPETITION.

★ BUILDS HIGHER RATINGS THAN THE BEST NETWORK PROGRAMS.

Yes, this highly successful, proven show may be available in your market. Agencies or sponsors should not miss this opportunity. Write or wire today!

AL BUFFINGTON CO.

CREATORS OF THE FAMOUS "QUIZ OF TWO CITIES"

2104 North Charles St.
Baltimore 18, Md.

SHOWS GEARED *FOR SELLING*

RALPH S. SILVER Jr., former continuity chief of WPAT Paterson, N. J., has been appointed program manager of WMID Atlantic City, N. J., replacing **ED SWEET**, resigned.

MARGARET COX, director of public service at WTAG Worcester, Mass., has been appointed as WTAG Radio Club advisor.

SANFORD MARSHALL, announcer at WMRN Marion, Ohio, has been appointed program director of that station.

JUNE GIBSON, formerly with WGN Chicago, has rejoined that station to work in program department. She has been on West Coast for two years.

LORRAINE GRIFFIN, script supervisor in continuity department of NBC Central Division, and John Rose Jr., of Chicago, were married Aug. 9.

JANE BLYTHE, former student at NBC Northwestern U. Summer Radio Institute and writer of Institute's prize-winning script this year, has joined continuity department of NBC Central Division. She replaced **WILLIAM SWEENEY**, who resigned to do freelance writing, acting and directing in theatre companies in San Francisco.

BOB EASTMAN, head of news department at KOMA Oklahoma City, has been named program director of that station succeeding **ALLAN PAGE**, resigned (see Management).

LUCIEN DUMONT, production manager of WBEC Pittsfield, Mass., and **PHYLLIS CLARKIN**, formerly in continuity department of WCOP Boston, have announced their engagement.

GORDON CRANE, with OSS during war, has been serving as vacation staff announcer at WBEC.

ISABEL HOYT, formerly of McCann-Erickson Inc., Portland, has joined KALE that city, as assistant to **WILLIS ROSS**, program director.

HARRY VON ZELL, Hollywood announcer, has been signed by Columbia Pictures to star in series of eight two-reelers to be produced during Aug. and Sept. First in series is "Radio Romeo" now in production.

HENRY MORGAN, comedian, will start ABC "Henry Morgan Show" series from Hollywood when he resumes Sept. 24. This will enable him to combine radio with start of "So This Is New York?" for Screen Plays Inc. Whether program returns to New York after movie has been completed is not yet set.

PATRICK MICHAEL CUNNING, West Coast television producer, is the father of a girl.

AL JARVIS, disc m.c. of KLAC Hollywood, is the father of a boy born Aug. 2.

CHARLES CALVERT, production manager of KMPC Hollywood, has resigned with post remaining open temporarily while replacement is considered.

HAROLD ISBELL, freelancing in Chicago since 1936, has returned to Hollywood where he started in radio, and has been assigned m.c. of weekly "You're Only Young Once" on CBS Pacific stations.

KAY ERVINE, former copywriter of CJOC Lethbridge, has joined CKWX Vancouver. She is succeeded at CJOC by **LESLIE RICHARDS**.

DOUG FIELD, formerly of NBC Hollywood, and announcer at stations in Arizona, Chicago, and Los Angeles, is now with KHON Honolulu, and the four-station Aloha Broadcasting System of Hawaiian Islands, as record m.c.

TONY STEPHEN FANELLI, former announcer at KSEL Lubbock, Tex., has joined KPET Lamesa, Tex., as announcer-engineer.

GEORGE BOWE, production manager of WTIC Hartford, Conn., and **MARY ELIZABETH CHAPONIS**, of WTIC's technical staff, have announced their marriage.

DENNY KELLEY is replacing **DAVE BROWN**, script writer, at WLW Cincinnati, for one month while the latter is on vacation. Mr. Kelley is a former WLW script writer.

JAN ELLIOT, former chief engineer of KRJF Miles City, Mont., has joined KLIX Twin Falls, Idaho, as announcer-engineer and administrative assistant to general manager.

EVANS BRUCE, formerly with WHBB Selma, Ala., has joined announcing staff of WGAT Utica, N. Y.

HADEN HUDDLESTON, formerly with WKPT Kingsport, Tenn., and **JIM HEIZER**, formerly with WRVA Richmond, Va., have joined announcing staff of WROV Roanoke, Va.

VINCENT ESSIG, former chief announcer and director of sports of WSAP Portsmouth, Va., has joined announcing staff of WHFC Cicero, Ill.

MARY P. FOLEY, former continuity director of WSBR Superior, Wis., has joined staff of WPLH Huntington, W. Va.

LLOYD JAMES, formerly with KRJF Miles City, Mont., and KCID Spencer, Iowa, has been appointed program director of KLIX Twin Falls, Idaho.

MONTE MAGEE, veteran radio and stage entertainer, has joined KWKH Shreveport, La., to do a series of six 15-minute programs weekly.

FRED J. RUNDE Jr., newscaster at WTNT Augusta, Ga., has been appointed program director. Mr. Runde succeeds **LEE PARSONS**, who has been appointed WTNT promotion director.

JOHN B. ROBERTS, program director of Temple U. Radio Workshop has been appointed regular moderator of "Philadelphia and Suburban Town Meeting" heard Sun. 4-4:30 p.m. over WFIL Philadelphia.

TERRY HATCH, 18-year-old emcee on "Accent on Youth" program over WJR Detroit, Aug. 18 joins WEXL Royal Oak, Mich., as staff announcer.

ARNOLD C. KAUFMAN, formerly with WFTL Fort Lauderdale, Fla., has joined announcing staff of WINZ Hollywood, Fla.

FRANK CAMPBELL, author, has joined KVSM San Mateo, Calif., as writer-producer.

PERRY ASKAM, star of stage, screen and radio, has joined KSMO San Mateo, Calif., as record m.c.

LOU HARTMAN, writer-producer of KGO San Francisco, and Blanche Gelders have announced their marriage.

MANNIE MANHEIM and **CHARLIE ISAACS** have been signed as writers on NBC "Kraft Music Hall." **LOU BRING** has been named musical director.

BEV DEAN, staff writer-producer with WBBM Chicago, will conduct religious radio seminar at National Conference on Music, Art and Religious Drama to be held at Green Lake, Wis., Aug. 18 through Sept. 1.

CLAYTON BRACE, producer at KLZ Denver, and **JEANNE HANEY**, KLZ assistant bookkeeper, are to be married Sept. 10.

PRODUCTION

PRIZE!

WEBB COUNTY, TEXAS

. . . is the largest Beef Cattle Producing County in the U. S! 106,436 head in 1940! Since then the C. of C. has lost count! It's also the heart of Texas' Great Winter Garden District, boasts of providing most of the vegetables for most of the nation the year-'round!

THE MUTUAL STATION

SERVING 2 NATIONS

LAREDO'S ONLY RADIO STATION

★

MUTUAL *and* TSN

★

Now Represented Nationally by

JOHN E. PEARSON COMPANY

BIG! BIG! BIG!

Laredo, county seat of Webb County, with its year-'round population of 55,000, does a business that's "Big, big, big"! And KPAB is the only radio station serving this isolated, money-making area! But we're never TOO big to talk concentrated radio advertising with you. Whatever your problem contact us, or our agents, and learn about radio coverage that really COVERS! You'll see why you can't reach Laredo without KPAB!

KPAB

LAREDO BROADCASTING CO.
Howard W. Davis, *President*
LAREDO, TEXAS

Recording?

in chicago

TRANSCRIPTION MASTERS • REFERENCE RECORDING

FOR A SHARPLY-FOCUSED PATTERN

Typical of Blaw-Knox cooperation with radio engineers is this new directional array of four 200-ft. self-supporting, base-insulated towers, which permits the station to "throw its voice" in specified directions. In addition to acting as an AM radiator, one tower also supports an FM clover-leaf antenna.

If your plans call for a new station or increasing the efficiency of your present equipment, Blaw-Knox engineers stand ready to apply a wealth of experience in tower design to your advantage.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg., Pittsburgh 22, Pa.

BLAW-KNOX
Antenna
TOWERS

KSO
DES MOINES
The Best Buy in Central Iowa
CBS

★

RESPONSE-RATED
LOCAL PROGRAMS
BUILT AROUND
BASIC CBS
ASSURE A
CONSISTENT
HIGHLY-RESPONSIVE
AUDIENCE
FOR YOUR
SALES MESSAGE
IN IOWA'S
TOP MARKET

★

KSO
5000 WATTS-BASIC CBS
MURPHY BROADCASTING COMPANY
Kingsley H. Murphy, PRESIDENT
George J. Higgins, GENERAL MANAGER
Headley-Reed Co.
NATIONAL REPRESENTATIVES

CHARLES W. KAUFMAN, assistant manager of research and development of General Foods Corp., New York, has been appointed director of research and development of the organization. Mr. Kaufman joined General Foods in 1939.

ARTHUR R. MERTENS, sales promotion manager of Household Products Div., S. C. Johnson & Son Inc., Racine, Wis., has been appointed sales manager of the division.

STANDARD OIL Co. (of Indiana) will sponsor exclusive broadcasts of U. of Colorado football games this fall over KOA Denver. Company previously announced it also will sponsor broadcasts of all football games of Universities of Iowa, Michigan, and Nebraska; away-from-home games of the U. of Minnesota, and all regular season games and any playoff or championship games of Chicago Bears of National Professional Football League.

CHARM-KURL HOME PERMANENT WAVE, St. Paul, which recently appointed Harry B. Cohen Adv., New York, to handle its advertising in the U. S. [BROADCASTING, Aug. 11], also appointed the agency to handle its Canadian advertising effective Aug. 10.

GENERAL FOODS Corp, New York, Aug. 21 starts "Leave It to the Girls" on WNBT New York, NBC video station, for six weeks, Thur., 8-8:30 p.m., as part of company's experimental video series. New program, television adaptation of the MBS radio show, will advertise Pectin. Show replaces "Author Meets the Critics," also adopted from network radio series, which has advertised Maxwell House Coffee on WNBT. Benton & Bowles, New York, is agency for both programs.

KREML HAIR SHAMPOPO, New Canaan, Conn., aside from sponsoring "Sherlock Holmes" on MBS, is considering two additional programs, "Martin Block Show" and five-day-a-week commentary by Billy Rose. Agency: Erwin, Wasey & Co., New York. Decision is expected next week.

PROCTER & GAMBLE Co., Cincinnati, has appointed Benton & Bowles, New York, to handle advertising campaign for Chipso in the U. S. immediately and in Canada effective Oct. 1.

WASHINGTON STATE FRUIT COMMISSION, Seattle, with initial appropriation of $25,000, has appointed Pacific National Adv., that city, to direct and place advertising. Radio will be used along with newspapers in Midwest, California and Northwest. Commission was organized recently under new grant of authority from Washington State Legislature.

SPONSORS

CHICAGO WESTERN Corp.'s campaign for its new product, Pinafore Brand Whole Chicken, is currently in full swing with approximately 22 live spot announcements per week being aired in 10 markets. Spots are on WIBA Madison, New England Network, WLS Chicago, KDKA Pittsburgh and WGY Schenectady. Individual contracts, for 13 weeks, are handled by Phil Gordon agency, Chicago.

TRIANGLE PRODUCTIONS, Hollywood, has budgeted $250,000 for advertising and promotion of film, "Sleep, My Love." Agency: Weiss & Geller Inc., New York.

SHIPSTAD & JOHNSON, Los Angeles, to promote "Ice Follies of 1948," Aug. 11 started heavy weekly schedule of live and transcribed announcements on 16 Los Angeles stations. Show premieres at Los Angeles Pan-Pacific Auditorium on Sept. 18 for four weeks or more, with spot campaign continuing through that period. Agency: Smith, Bull & McCreery Adv., Hollywood.

THE BORDEN Co., New York, has appointed Young & Rubicam Inc., San Francisco, to handle advertising for newly organized Pacific Cheese Division. Radio will be used along with other media in Western campaigns now being formulated.

WILLIS AIR SERVICE Inc., Teterboro, N. J., and its subsidiary, **TETERBORO SCHOOL of AERONAUTICS,** have appointed Raymond E. Nelson Inc., New York, to handle advertising. Firms will sponsor "Skyway Serenade" six days weekly on WINS New York and "Auto News" five times weekly on WPAT Paterson, N. J.

MOLDED BRICK PRODUCTS Co., Los Angeles (custom & ready-built barbecues), has appointed Klitten & Thomas, that city, to service account, with radio contemplated.

RONALD K. DUKE Co., Los Angeles (novelty mfgr.) has appointed Atherton & Co., Hollywood, to handle national advertising. Spot radio will be used.

SISMAN SHOE Co., Aurora, Ont. (sport shoes), has started 5 weekly transcribed announcement campaign on 8 Canadian stations. Agency: E. W. Reynolds Co., Toronto.

RADIO EQUIPMENT Co., Indiana distributor representing 440 Hoosier retailers of Philco radios, has signed for 10 broadcast of top Midwestern football events on WIBC Indianapolis.

GOEBEL BREWING Co., Detroit and Muskegon, will sponsor for third consecutive season all home and away game broadcasts of Detroit Lions professional football team over WXYZ Detroit and Goebel Football Network of nine up-state Michigan stations.

NEW ENGLAND ORDER OF PROTECTION (fraternal insurance organization) has signed with Yankee Network for new series of one-minute participations in Tues. and Thurs. editions of 11-11:10 p.m. Yankee Network News Service programs. Contract is for 13 weeks.

KOSHER FOOD PRODUCTS Co., New York, has appointed Adair & Director, New York, to handle its advertising. Radio may be used.

S & W FINE FOODS Inc., San Francisco (canners), has appointed Foote, Cone & Belding, that city, to handle advertising. Radio probably will be used.

LONDON LIFE INSURANCE Co., London, Ont. (institutional), Oct. 11 starts for six weeks intercollegiate football games on CKWS CBM CJBC and CFPL, Sat. 2-4:30 p.m. Agency: McConnell Eastman & Co., London, Ont.

B. V. D. Corp., New York, has begun sponsorship of weather reports Sun. and Thur. nights on WNBT New York, NBC video station. Contract, effective for 21 weeks from Aug. 10, placed by Grey Adv., New York.

UNITED STATES BREWING Co., Chicago, has appointed Roy S. Durstine Inc., Chicago, to handle advertising.

PROGRAMMING study folder has been distributed to advertising agencies in Canada and eastern United States by CHVC Niagara Falls, Ont. Study details various types of programs available on the station, from live talent to recorded programs, breaking program schedule into drama, variety, audience participation, record show, gardening, music, sport, women's, commentators, news and children's groups.

EDDIE CHASE
and his
MAKE
BELIEVE
BALLROOM

Music Sells

IN THE DETROIT AREA
when Eddie Chase spins the platters!

ADAM J. YOUNG, JR., INC.
Natl. Rep.

CKLW

Canadian Rep.
H. N. STOVIN
& Company

J. E. Campeau, Managing Director
Guardian Bldg., Detroit 26 • Mutual Broadcasting System

Pstt! Your best bet in Idaho

KSEI
POCATELLO • IDAHO

When and where *Split-Second Action* spells successful telecasts...

DU MONT Type 5098A IMAGE ORTHICON PICKUP HEAD

Vital functions at very fingertips...electronic viewfinder showing precisely what is being telecast . . . every component and circuit instantly accessible—yes indeed, the cameraman with the new Du Mont Image Orthicon Pickup Head is ready for *anything* and *everything* that comes along. And that means still better television programs.

Operated as part of the Du Mont Type TA-124-B Image Orthicon Chain, this latest television camera is truly ideal for reporting news, sports and other field operations. It is also suitable for small-scale studio operations because of its inherent sensitivity and flexibility.

Now in regular production, the Du Mont Image Orthicon Pickup Chain, equipped with this new Type 5098A Head or improved camera, is available for prompt delivery.

START AS SMALL AS YOU WISH, WITH THE DU MONT *Acorn Package*

Call, 'phone or write for detailed information on Du Mont television equipment fitted to your plan—and budget.

FEATURING...

Essential controls concentrated at rear of camera.

Hinged chassis and removable "Snap-on" panels permit immediate adjustments and replacements.

Super-sensitive Image Orthicon tube.

Lens turret takes up to four lenses of various focal lengths.

Rotatable handle at rear positions, locks and indicates any lens. Iris control setting adjustable from rear. Focusing by rotatable pan handle.

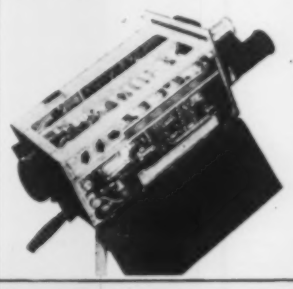
Electronic viewfinder removable. Mounts and plugs in on camera frame.

Video pre-amplifier essentially non-microphonic.

Pilot light indicates "On the Air." Second pilot light in shadow box cues cameraman while televiewing.

Plug-in headset and microphone harness for intercommunications.

Du Mont "one-operation" connecting plugs make all connections with orthicon chain units, saving minutes of precious time.



©ALLEN B. DU MONT LABORATORIES, INC.

DUMONT *First with the Finest in Television*

ALLEN B. DU MONT LABORATORIES, INC. • GENERAL TELEVISION SALES OFFICES AND STATION WABD, 515 MADISON AVE., NEW YORK 22, N. Y.
DU MONT'S JOHN WANAMAKER TELEVISION STUDIOS, WANAMAKER PLACE, NEW YORK 3, N. Y. • HOME OFFICES AND PLANTS, PASSAIC, NEW JERSEY

Satisfaction is the Key to Lingo Progress

"...I find your Radiator very efficient..."

"... I put in a very fine ground system and this together with your antenna gives us considerable more coverage than engineering indicated we would receive. ...
"... thank you for the many months of patient cooperation. ..."
—Chas. P. Blackley
General Manager
Station WTON
Staunton, Va.

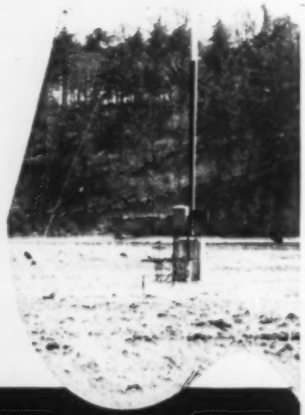
LINGO
Vertical Tubular Steel
RADIATORS

For peak efficiency and cooperation on your radiator, rely on Lingo 6 "Exclusives":

1. Moderate initial cost
2. Optimum performance
3. Low maintenance cost
4. 5 years insurance
5. 50 years experience
6. Single responsibility

GET FREE ENGINEERING HELP

Write today for help on such pertinent problems as proper radiator height, ground systems, etc. (Indicate location, power proposed frequency.)



JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, N. J.

PROMOTION

LAUNCHING its first campaign of the fall season, WINK Fort Myers, Fla., Aug. 7 released 100 fancy bottle decanters off the coast of Ft. Myers Beach, in which were notes redeemable for "treasure" when returned to WINK. Tied to the "treasure bottles" were notes about WINK's CBS "Give and Take" show sponsored by Toni Co., on which a treasure hunt is being featured. Station reports that several of the bottles have already been found along the Florida coast line.

Promotes Program Change

ANNOUNCEMENT of Sept. 2 shift of ABC "America's Town Meeting" program from Friday nights to Tuesday nights is being made in extensive promotion campaign. Activities include plugs on Town Hall's weekly mailing of 4,000 program announcement cards, letterhead imprints, direct mail to 3,000 college and high school instructors, insert on cover of weekly Town Meeting Bulletin, stickers on outgoing mail and announcements to over 50,000 individuals on Town Hall's mailing lists. These activities supplement special exploitation kit produced for stations by ABC.

MBS Coverage Brochure

DISCUSSION of network coverage and meaning of BMB figures is presented in latest promotional brochure issued to the trade by MBS. Brochure is printed on dusty-rose background paper and cover features letter by Edgar Kobak, president of MBS, with summary of contents. Inside page discusses definition of term "listenability" and how it applies to coverage. Open letter from Mr. Kobak to Niles Trammell, president of NBC, also is included, on subject of interpretation of BMB figures. Insert page lists outstanding MBS programs and their "listenability" and reply card is included for more information on programs. Back cover of brochure is devoted to information on MBS Martin Block show.

Mass Parties

KYW and WFIL are holding large out-of-doors parties at Philadelphia amusement parks for their listeners. On Aug. 20 KYW expects a crowd to surpass last year's 30,000 attendance at Willow Grove Park. Local and national sponsors have contributed thousands of prizes and offers. Philadelphia Radio Service Men's Assn. is distributing tickets. WFIL outing was scheduled Aug. 16 at Woodside Park. Merchandise prizes were on schedule as were two hour-long shows featuring some 50 WFIL entertainers.

Junior Edition

TITLED "Key Notes Jr.," promotion card was mailed last week to the trade by WKRC Cincinnati, to relate in concise form the "pro-ad-mer-dising" activities of that CBS affiliate. Number one of a weekly series, card is junior edition of "Key Notes," monthly WKRC publication distributed in that area.

Kansas City Market Data

MARKET DATA on Greater Kansas City area is presented in brightly colored brochure prepared by KCKN Kansas City. Headed "Where Buying Power Meets Selling Power," brochure includes data on population, buying income, retail sales and number of homes with radios, in area covered by KCKN. Coverage map for station, including both day and night areas, supplements information. Printed on bright yellow background with shading of green and black, cover shows drawing of Kansas City skyline with dollar-marks filling the air. Brochure concludes with statement that "Thanks to KCKN's specific coverage, you may sell to Greater Kansas City's $900,000,000 buying power without the rate penalty of out-state coverage."

FM Poster

USING distinct point of sale tie-in, KLZ-FM Denver, has mailed to every radio dealer and repair shop in Denver an attractive red and white silk-screened poster reading "Missing Something? Enjoy FM Radio Reception Now. 6 hours daily—KLZ-FM—3 to 9 p.m.—92.1 m.c. channel 221—FM Radios ONLY — FREE DEMONSTRATION HERE." Poster followed letter advising radio dealers and repair shops that KLZ-FM now operates on interim commercial, and programs six hours daily seven days weekly.

Tea Kettles

TO REMIND radio editors that "Arthur Godfrey's Talent Scouts" is sponsored by Lipton Tea & Lipton Soups, agency, Young & Rubicam, New York, sent them a tea kettle with a large package of Lipton's tea bags.

New FM Features Bandleaders

HELPING to promote new FM outlet, WCSI-FM, Columbus, Ind. has made arrangements with Iriquois Garden in Louisville, Ky., to send to station a name bandleader each week for interviews and stage appearances. Station in turn acknowledges that bandleaders are featured at Iriquois Gardens.

Promotion Personnel

JEAN BROWN, new to radio and recent graduate of Winthrop College, Rock Hill, S. C., has been appointed assistant promotion director of WBT Charlotte, N. C. She will assist **J. R. COVINGTON**, WBT promotion director.

Miss Brown

ALAN T. ZACHARY, publicity director of WNYC New York and Municipal Broadcasting System, New York, resigned Aug. 15 to join Russell Birdwell & Assocs., New York, as an account executive. Prior to his association with WNYC, Mr. Zachary was with Dixon Gayer Publicity organization and before serving in war with the AAF, he was with New York Daily News.

ANDREW C. FULLER, member of script department of WTAG Worcester, Mass., has been appointed publicity-promotion director of that station. He succeeds **PHILIP R. JASEN** (see News). Mr. Fuller joined WTAG last year after discharge from Army.

JAMES P. LAPPIN Jr. has resigned as director of station relations of Keystone Broadcasting System, New York. He will announce his future plans from the West Coast.

HENRI J. LESIEUR, general manager of French international airlines in N. A., reports that Air France is now occupying its building at 683 Fifth Ave., New York. The executive offices occupy it at this time. Other offices will move later.

It will soon be 630 in Savannah

BRING YOUR CLUBS
12th Annual NAB Links Tourney —Slated for Sept. 14—

Replica of victors' awards . . .

TWELFTH annual NAB golf tournament for the BROADCASTING Magazine trophies will be held Sunday, Sept. 14, at the Atlantic City Country Club in Northfield, N. J. Silver cups will be presented to the low gross and low net score.

Entries for the tournament which opens a five-day official NAB program should be sent immediately to Maury Long, BROADCASTING, 870 National Press Bldg., Washington, D. C. Mere notification of intent to participate is all that is required.

Blind bogey handicap system will be used as in the past, with six holes being chosen by the Club professional. The handicapping (maximum is 35) is handled as follows: Assuming par for the six blind holes is 24 and the player scores an aggregate of 30 for those select holes, the difference between par and the actual score (6) is multiplied by 3. The player's handicap then is 18.

Past winners were:

1932, Dr. Leon Levy, WCAU Philadelphia.

1933, Jerry King, Standard Radio.

1934, Lewis A. Weiss, Don Lee.

1935, Carl Harmond, KMO Tacoma.

1936, Ross Wallace, WHO Des Moines.

1937, E. C. Pulliam Jr., WIRE Indianapolis and Harry Butcher, CBS, tie.

1938, No tournament.

1939, V. E. Carmichael, KWK St. Louis and K. W. Pyle, KFBI Wichita, tie.

1940, Sherwood Brunton, KJBS San Francisco.

1941, Paul Raymer and Pierce Romaine, Paul H. Raymer Co., tie.

1942, L. Waters Milbourne, WCAO Baltimore and Don Stratton, WTAM Cleveland, tie.

1943-44-45 No tournaments.

1946, Sil Aston, Howard Wilson Co.

Three-Day FM Symposium Will Be Held in October

THIRD FM SYMPOSIUM, a three-day training course in FM management and operating problems, will be conducted at Washington's Hotel Statler Oct. 23-25 by Radio Consultants Inc.

This symposium, like those held in April and June, will cover in detail problems the new FM station operator is likely to encounter and will point the way to savings in construction and operating costs and to increases in revenue from effective promotion and sales methods, according to Leonard L. Asch, president of Radio Consultants, who is chairman of NAB's FM Executive Committee and a director of FMA.

Courses will be taught by experienced FM station operators, supplemented by specialists in some of the subjects to be covered, Mr. Asch said. A limited number of registrations will be accepted for the symposium and should be made at the Radio Consultants offices, 1010 Vermont Ave., N. W., Washington, D. C.

Trinidad Commercial

THE TRINIDAD Broadcasting Co. Ltd. has recently been granted a commercial franchise and by September will begin regular commercial broadcasting. Known as Radio Trinidad, with studios located in Port-of-Spain, station will broadcast daily on standard and shortwave bands, according to its exclusive U. S. representative, Pan American Broadcasting Co., New York. William A. Maclurg, formerly of the BBC, has been appointed general manager of Radio Trinidad, replacing Frank Lamping, former acting general manager, who has gone to South Africa to take up new duties.

Radio Inspires

PROOF that radio can be inspiring as well as entertaining was evidenced on a recent ABC *Welcome Travelers* program when a blind man from Lexington, Ky., was selected to appear on the air. The interviewee, Frederick Ballinger, told in detail how he had overcome his fear of blindness and had become self-reliant. Inspired by his story, Mrs. Jannie Centers, of Chicago, who has a blind son and daughter, telephoned the network, asking that Mr. Ballinger come to her home to encourage her children. He readily agreed and his visit prompted Mrs. Centers to comment, "Thank God, I listened to that radio program."

One Full Hour Continuous Recording

WITH

THE NEW

PORTABLE

BRUSH

SOUNDMIRROR

MODEL BK-403

$375.00

COMPLETE

WITH 5 REELS

OF TAPE

AVAILABLE IMMEDIATELY AT

SONOCRAFT CO., INC.

45 W. 45th STREET • NEW YORK 19, N. Y. • BRyant 9-8997

CBS
STATIONS
Cover All of Oklahoma
KTUL
5,000 WATTS
KOMA
50,000 WATTS
No "Spotted Coverage" when you use spots on these Sooner Twin stations
Avery-Knodel—National Representative
KTUL TULSA KOMA OKLA. CITY

CONTEST titled "What's Your Mitty?" is latest feature of "Fifteen Minutes" program conducted by Bill Berns on WOR New York. Mr. Berns explains that a mitty is an ambition or daydream, as described in James Thurber's story "The Secret Life of Walter Mitty," which has been made into a new Danny Kaye movie. Youngsters are asked to write letters revealing their secret ambitions. Letter with most original ambition wins a chance to be Walter Mitty for a day when effort will be made to make the winner's day-dreams come true. Other prizes of Government Savings Bonds and 250 pairs of tickets to special showing of the Danny Kaye film also will be awarded. "Fifteen Minutes" is aired on WOR Mon.-Fri. 4:45-5 p.m.

Interviews Competitors

BETTER-KNOWN voices of competing stations in Durham, N. C. were featured in series of interviews recently completed over WDUK that city. Series was done in 15-minute shows titled "Meet the People in Radio," and Johnny Dean, of WDUK, handled the interviews. Questions ranged from experience in radio to family life, likes and dislikes and prize fluffs made while on the air. Series was originated and aired over WDUK but all Durham stations cooperated in allowing their personnel to participate. Interviewees were allowed to plug their station and individual programs. Participating Durham stations were WDNC, WTIK and WHHT.

Program Exchange

THROUGH PROGRAM exchange arrangement, television staff of WOW Omaha presented a telecast titled "A Game of Chess" on KSD-TV St. Louis as one of the features of that station's dedicatory program Aug. 7 [BROADCASTING, Aug. 11]. WOW has been conducting television experimental work since December 1946 but is not yet on the air. Later when WOW begins television operations, KSD-TV will send a program there to salute Omaha area viewers. "A Game of Chess" was WOW's first attempt at serious drama. Cast included Ray Clark, WOW's chief newscaster; Richard Cole, Omaha advertising agency operator; Eldon Anspach, instructor at Creighton U. and Don Keogh, former Creighton student.

CONVENTION ISSUE . . .

TIME IS SHORT

YOU'LL sell your sales story to every national and regional buyer of consequence in the September 15 BROADCASTING Convention Issue.

Radio buyers who spend 87% of the national radio dollar selected this book's main feature—a comprehensive breakdown of national radio billings by product groups. There'll be articles by outstanding agency-advertiser executives, station listings and spot radio news.

Write, wire or phone today.

BROADCASTING
The Weekly Newsmagazine of Radio
TELECASTING

DEADLINE—SEPTEMBER 1

PROGRAMS

Morning Show for Children

CHILDREN of the Washington, D. C. area now have an early morning Saturday show devoted exclusively to juvenile recordings. Mike Hunnicutt, morning man at WOL Washington, is devoting a half hour (8:30-9 a.m.) each Saturday to recordings slanted toward youngsters, such as discs featuring Bugs Bunny, Daffy Duck and Porky Pig. Commentary between records is handled by Mr. Hunnicutt and his nine-year-old son, Michael Jr.

CHEX Bombing

HIGHLIGHT of new show on CHEX Peterborough, Ont., is bombing from airplane with cards having cash value upon presentation by the finder. Local aircraft operator is sponsor of the five-days weekly afternoon half-hour show. During broadcast a CHEX announcer tells listeners, from a vantage point on station's roof, where airplane is and what it is doing.

Request in Rhyme

LISTENERS requesting records to be played on "Polka Time" program on WMMW Meriden, Conn., must make the request in rhyme for it to be recognized. Jim Dunham, m.c. of show, answers the requests in rhyme, and when a listener has mailed in three rhymed requests, he, or she, becomes a member of Polka Club and receives a button attesting to this fact. "Polka Time" is aired daily at 12:45-1 p.m., but station is planning to increase it to a half hour.

Camp Shows

ACTIVITIES at camp are featured on "Let's Go To Camp Show" on WJTN Jamestown, N. Y. Broadcast via tape recorder, shows present songs, interviews and on-the-spot descriptions of camp activities. Aired Sat. at 10:15 a.m., each week the program is devoted to a different public camp locale on Lake Chautauqua near Jamestown.

'One World' Series

SERIES of programs titled "One World" will be introduced by Sir Norman Angell, Nobel Prize Winner, 1933, on Sept. 7 on WNYC New York, Sun., 6-6:30 p.m. Series will be produced by Jacques F. Ferrand, Secretary of One World Award Committee, under the Committee's auspices. Dramatizations of One World theme will be heard and each broadcast will be preceded by opening remarks of prominent pioneers of the One World idea. Mr. Ferrand will be assisted by Henry Singer, who will direct, and Pierre R. Ferrand.

Covers Plowing Contest

STATE PLOW Terrace Contest held near Waverly, Neb. was covered by KFAB Omaha, and station also participated in awards. Bill MacDonald, KFAB's farm service director, handled the coverage and interviewed Lyle Winterburn, state champion who won with a score of 119 out of a possible 125 points. Mr. Lyle was presented a gold cup and bronze plaque by KFAB. He also received a $50 war bond, and he is now qualified to enter National Plow Terrace Contest to be held later.

Demonstrates Saf-D-Cend

ON-THE-AIR demonstration of special device called Saf-D-Cend, designed to allow persons in hotels to leave rooms in shortest possible time during a fire, was presented recently by WKNA Charlestown, W. Va. Bob Provence, WKNA's director of special events, and an official of the Saf-D-Cend Co. jumped from sixth floor of local hotel. With mike in hand, Mr. Provence described their descent, his sensations of hanging in the air, problems of pushing away from guy wires attached to hotel sign and relatively slow speed at which he and the company official hit the sidewalk.

Baby-Sitter as Prize

TO KEEP auto drivers safety conscious KIEV Glendale, Calif. each Tuesday, Wednesday and Saturday mornings presents a traffic problem on "Rules of the Road" program. First family man or woman to respond with correct answer receives Announcer Dick Whittinghill's services as baby sitter on Saturday night. Other prizes awarded winners are flowers for two, dinner and theatre tickets for four, plus week's diaper and laundry service.

Vets Theatre of the Air

FORMER SERVICEMEN of World War II at San Mateo, Calif., have organized Veterans Theatre of the Air and are presenting weekly programs on KVSM that city. Initial broadcast of the series was presented Aug. 3. All participants are veterans anxious to acquire training in microphone technique. Drama series will continue for 26 weeks. Studio facilities and air time have been donated by KVSM, and Frank M. Campbell is producer-director.

Archery Tournament Aired

BROADCAST of a portion of the 63d Annual National Archery Assn. Tournament at U. of Massachusetts, Amherst, was presented early this month by WHYN Holyoke, Mass. This is believed to be the first broadcast of a national archery tournament. Station utilized its magnetic tape recorder for the event and a WHYN announcer handled the end-by-end and round-by-round description. Broadcast was integrated into regularly scheduled sports program on WHYN from 6:30-7 p.m.

News from NG Camp

WHEN the National Guard unit from Scranton, Pa. left for summer training maneuvers at Indiantown Gap, Pa., WSCR Scranton made arrangements to do remote broadcasts from the camp to bring the listeners at home direct news. Capt. Joseph Dobbs, WSCR sales manager, was in charge of the arrangements at the camp and he carried remote equipment with him to do the shows.

Discussion of UN

BRINGING the United Nations "into Ohio's living rooms" is aim of new series which started Aug. 7 on WOSU Columbus, sponsored by radio committee of Ohio State U. School Parents Council. UN programs, part of general series "Panel on Democracy" sponsored by that group, attempts to popularize complicated problems of world government for listeners. Series will extend into October, dealing separately with work of specific UN commissions and interpretations of actual UN proceedings. Aired Thur. 6:30 p.m., series is presented largely in dramatic form.

Recruiting Series

PUBLIC SERVICE series consisting of six five-minute shows has been produced by the Navy and released to 390 stations. Programs are designed to stimulate interest in recruiting enlisted membership for Organized Naval Air Reserve Program, which is conducted at 22 strategically located Naval Air Stations along both coasts and throughout interior of U. S. Programs highlight musical entertainment and institutional copy and were produced under direction of Lt. Comdr. Walt Kimmell, radio director for Naval Air Reserve Command.

National Advertisers

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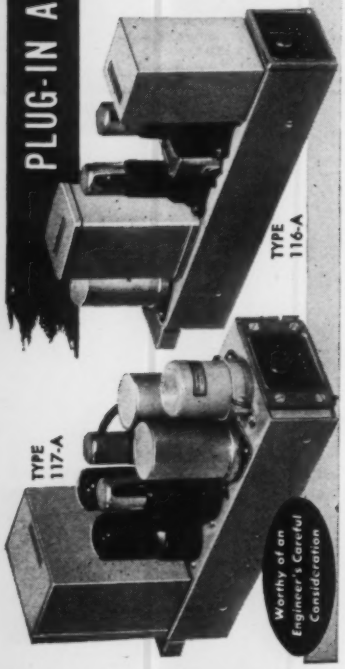

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ACTIONS OF THE FCC

AUGUST 8 TO AUGUST 14

CP-construction permit	ant.-antenna	cond.-condition(s)
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
ST-studio-transmitter	aur-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis-visual	unl.-unlimited hours

August 8 Decisions . . .

DOCKET CASE ACTIONS

(By the Commission)

AM—1490 kc

Community Service Bcstg. Corp. and Amsterdam Bcstrs. Inc., Amsterdam, N. Y.—Announced proposed decision looking toward grant of application of Community Service Bcstg. Corp. for new station 1490 kc 250 w unl., cond.; and to deny application of Amsterdam Bcstrs. Inc. seeking same facilities (Comr. Durr not participating).

BY A BOARD

AM—1410 kc

Leavenworth Bcstg. Co., Leavenworth, Kan.—Granted CP new station 1410 kc 500 w D, subject to filing within 60 days of grant, of application for mod. CP specifying trans. site and ant. system meeting requirements of engineering standards.

ACTIONS ON MOTIONS

(By Commissioner Hyde)

Tri-City Bcstg. Co., Newport, Ky.—Granted petition for leave to file amended and supplemental reply to petition of Moraine Bcstrs. Inc. requesting reconsideration of Commission's action in re application of Tri-City Bcstg. Co. and Moraine Bcstrs. Inc.

KOCY Oklahoma City—Granted leave to intervene in hearing on application of Howdy Folks Bcstrs. et al.

Steel City Bcstg. Co., Gary, Ind.—Granted petition for leave to amend application to specify 1370 kc 1 kw instead of 1260 kc 250 w. Amendment accepted and application removed from hearing docket.

Radio Calumet Inc., Gary, Ind.—Commission, on own motion, removed from hearing docket application.

Northeast Radio Inc., Lawrence, Mass.—Granted petition for leave to amend application to add supplemental engineering exhibit containing field intensive measurements.

Eastern Okla. Bcstg. Corp., Muskogee, Okla.—Dismissed petition requesting extension of time within which to file appearance in re application.

Greenville Bcstg. Co., Greenville, Ala.—Dismissed petition requesting removal of application from docket and immediate grant thereof.

Pellegrin & Smeby, Detroit, Mich.—Granted petition for leave to amend application to specify 1440 kc 1 kw D instead of 1460 kc 500 w D. Amendment accepted and application removed from hearing docket.

The Gate City Co., Keokuk, Iowa—Granted petition for leave to amend application to specify 1580 kc 1 kw D instead of 1100 kc 250 w D. Amendment accepted and application removed from hearing docket.

United Bcstg. Co., Cleveland—Granted petition to accept late its notice of intention to participate in oral argument in re application for new FM station.

Bee Bcstg. Co., Beeville, Tex.—Granted petition for leave to amend application to specify 1490 kc 250 w unl. instead of 810 kc 250 w D. Amendment accepted and application removed from hearing docket.

Northwestern Ohio Bcstg Corp., Lima, Ohio—Granted petition for leave to amend application to show withdrawal from applicant corporation of Edward Cooper as director, assistant secretary and stockholder, and of Robert F. Jones as stockholder. Amendment accepted and Commission, on own motion ordered record reopened for purpose of adding above-mentioned amendment, and scheduled further hearing in consolidated proceeding involving application of Northwestern Ohio Bcstg. Corp., WOOP Inc. and Sky Way Bcstg. Corp. for Aug. 28 in Washington.

(By Harry M. Plotkin)

WARM Scranton, Pa. et al—Ordered that notices of hearing in consolidated proceeding involving WARM, WBAX, et al be amended to include issues to determine whether proposed operation of WARM and WBAX would involve objectionable interference with service of proposed station at Lynchburg, Va. (Action taken July 28).

August 8 Applications . . .

ACCEPTED FOR FILING

AM—1230 kc

J. James Glancy, Kingman, Ariz.—CP new standard station 1230 kc 250 w unl.

AM—1270 kc

KPSC Phoenix, Ariz.—CP change from 1450 to 1270 kc, increase 250 w to 5 kw, install new trans. and DA-N and change trans. location. AMENDED to change trans. location.

Modification of CP

KFSD San Diego, Calif.—Mod. CP, as mod., which authorized installation of new trans. and DA, increase power and move trans., for extension of completion date.

KUSN San Diego, Calif.—Mod. CP, as mod., which authorized new standard station, for extension of completion date.

AM—1270

KCOK Tulare, Calif.—CP change from 1240 kc to 1270 kc, increase 250 w to 1 kw, install new trans. and DA-N. AMENDED to change trans. location and make changes in DA.

AM—1450 kc

WILM Wilmington, Del.—Authority to determine operating power by direct measurement of ant. power.

AM—920 kc

Springtime City Bcstg. Co., Clearwater, Fla.—CP new standard station 920 kc 250 w D. AMENDED to change 250 w to 500 w.

Modification of CP

WHOO Orlando, Fla.—Mod. CP, as mod., which authorized new standard station, for extension of completion date.

AM—1050 kc

Sulphur Springs Bcstrs., Sulphur Springs, Fla.—CP new standard broadcast station to be operated on 1050 kc power of 250 w and D.

AM—1360 kc

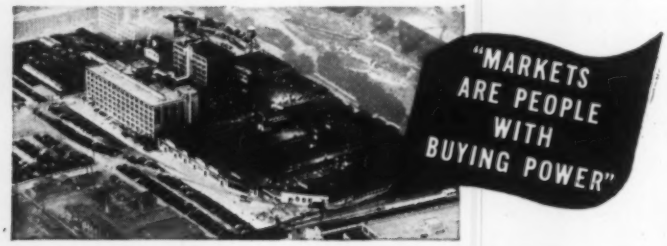
DeKalb Radio Studios, DeKalb, Ill.—CP new standard station 1360 kc 250 w D. AMENDED to change from 250 to 500 w, changes in ant. and type trans. and change trans. location.

Modification of CP

WASK Lafayette, Ind.—Mod. CP, as mod., which authorized installation of new vertical ant. and change in trans. location, for extension of completion date.

(*Continued on page 72*)

WHIO DAYTON takes your message to *listeners who buy*



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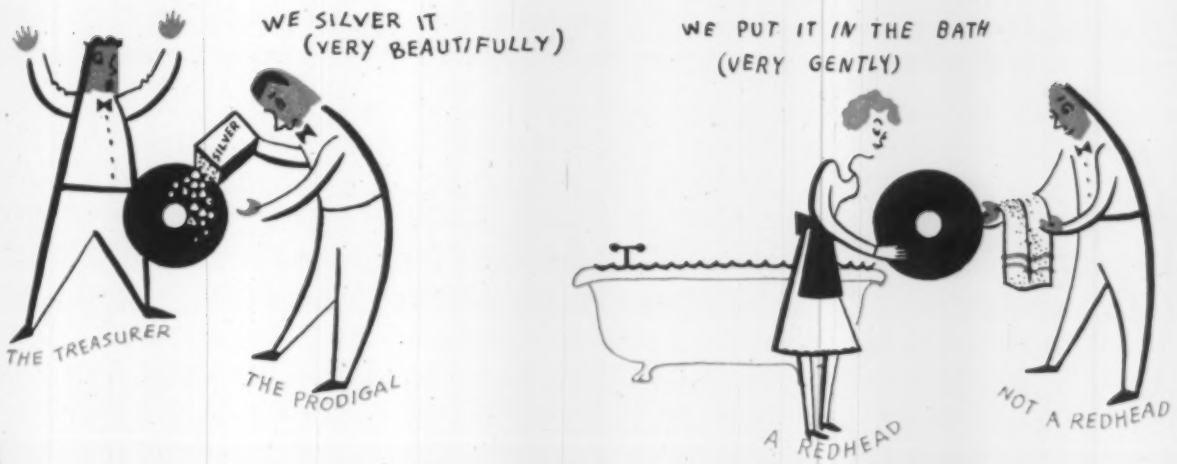

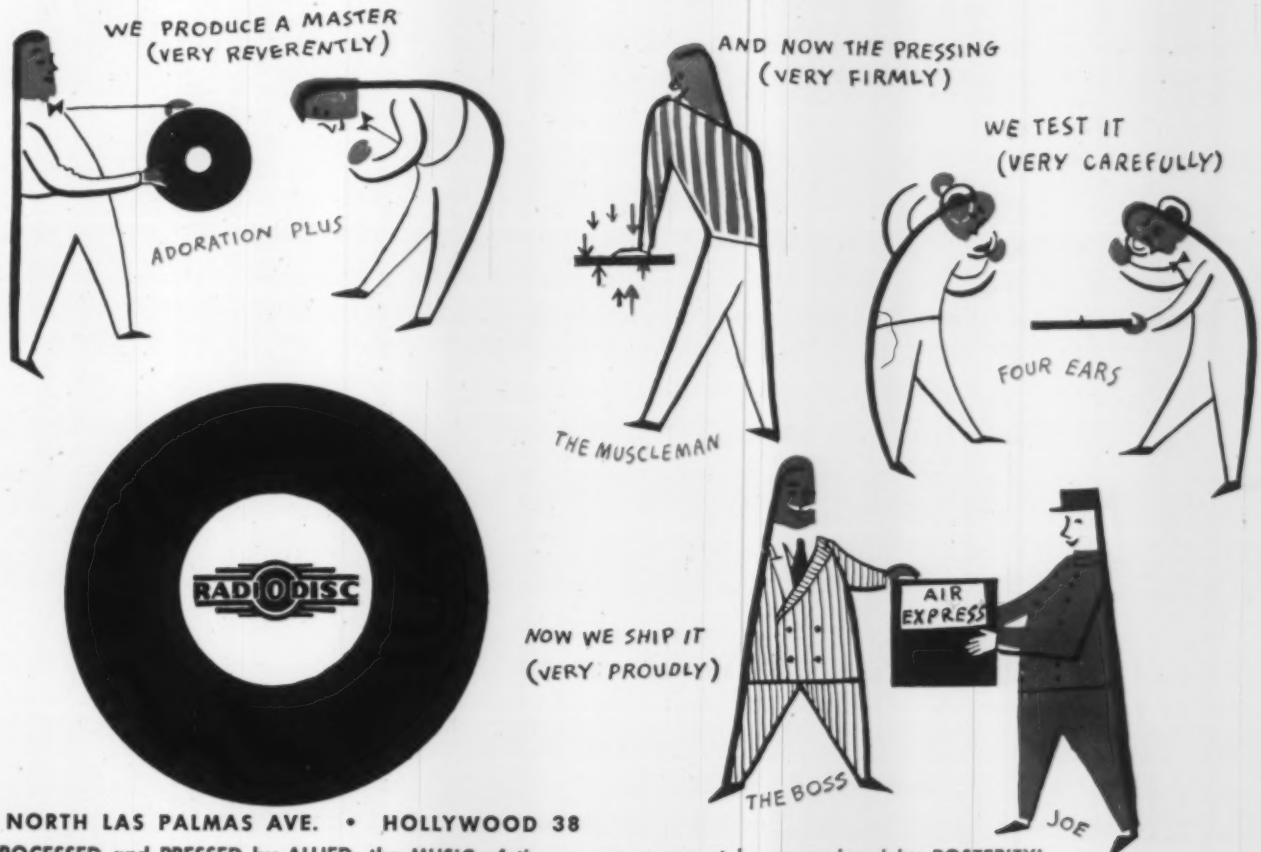

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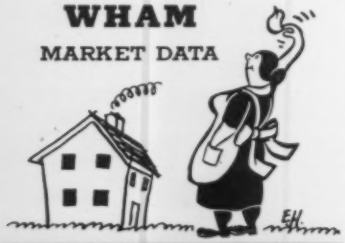

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NBC AFFILIATE
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GEORGE P. HOLLINGBERY CO.
"The Stromberg-Carlson Station"

FCC Actions

Applications Cont.:

(*Continued from page 70*)

AM—1150 kc

South Central Kentucky Bcstg. Co. Inc., Campbellsville, Ky.—CP new standard station 1040 kc 1 kw D. AMENDED to change frequency from 1040 to 1150 kc.

AM—1450 kc

Western Maryland Bcstg. Corp., Hagerstown, Md.—CP new standard station 1450 kc 250 w unl. AMENDED to change name of applicant from Western Maryland Bcstg. Corp. to Cavalier Bcstg. Corp.

Modification of CP

WBOC Salisbury, Md.—Mod. CP as mod., which authorized change in frequency, increase power, make changes in trans. equipment and install DA-N, for extension of completion date.

Modification of License

WBEC Pittsfield, Mass.—Mod. license to increase power from 100 to 250 w.

AM—1500 kc

WJBK Detroit—CP change from 1490 to 1500 kc, increase 250 w to 10 kw, install new trans. and DA-DN and change trans. location from Detroit to Brownstown Township, Mich. (Contingent upon WABJ filing application for change in frequency and grant of said application).

AM—1450 kc

WMIQ Iron Mountain, Mich.—Authority to determine operating power by direct measurement of ant. power.

AM—1440 kc

Floral City Bcstg. Co., Monroe, Mich.—CP new standard station 1520 kc 250 w D. AMENDED to change frequency from 1520 to 1440 kc.

Modification of CP

WREX Duluth, Minn.—Mod. CP which authorized new standard station, for extension of completion date.

KOPR Butte, Mont.—Mod. CP, as mod., which authorized new standard station, for extension of commencement and completion dates.

Extension of SSA

WNYC New York—Extension of SSA to operate additional time between hours of 6 a.m., (EST) and sunrise at New York, and between hours of sunset at Minneapolis and 10 p.m. (EST) using DA designed therefor, for period beginning 3 a.m. (EST) Sept. 2.

AM—1430 kc

Robert F. Wolfe Co., Fremont, Ohio—CP new standard station 1430 kc 1 kw D DA.

Modification of CP

WHBC Canton, Ohio—Mod. CP, as mod., which authorized increase power, install new trans., changes in DA-N and change trans. location, for extension of completion date.

WSAN Allentown, Pa.—Mod. CP, as mod., which authorized increase power, install new trans. and DA-N, for extension of completion date.

AM—1380 kc

Penn Lincoln Bcstg. Co. Inc., Carlisle, Pa.—CP new standard station 720 kc 250 w D. AMENDED to change frequency from 720 to 1380 kc, power from 250 w to 1 kw and change type trans.

Modification of CP

WMPS Memphis, Tenn.—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and DA-N and change trans. location, for extension of completion date.

AM—1030 kc

Baylor U., Houston, Tex.—CP new standard station 1030 kc 50 kw D (LSR Boston to LSS Houston) Request facilities of KWBU.

AM—1330 kc

Jack Henry Kidd Jr., Kingsville, Tex.—CP new standard station 1170 kc 250 w D. AMENDED to change frequency from 1170 to 1330 kc, power from 250 w to 1 kw and change type trans.

Modification of License

KPET Lamesa, Tex.—Mod. license to change hours from D to unl.

AM—1230 kc

Herald Bcstg. Co., Levelland, Tex.—CP new standard station 1230 kc 250 w unl. (Contingent upon KFDA being granted changed frequency).

Modification of CP

KCRS Midland, Tex.—Mod. CP, as mod., which authorized change frequency, increase power, install new trans. and DA-DN and change trans. location, for extension of completion date.

AM—950 kc

WINC Winchester, Va.—CP change from 1400 to 950 kc, increase from 250 w to 500 w-N 1 kw-D, change type trans. and install DA-N.

AM—1280 kc

KIT Yakima, Wash.—CP increase 1 kw to 5 kw, install new trans. and DA-N.

APPLICATION DISMISSED

FM—Unassigned

Fountain of Youth Bcstg. Co., St. Augustine, Fla.—CP new FM station in 92 to 106 mc band and coverage of 2,580 sq. mi. Request of attorney 8-1-47.

APPLICATION RETURNED

AM—1480 kc

KVAL Brownsville, Tex.—CP change frequency from 1490 to 1480 kc, increase 250 w to 1 kw, install new trans. and DA-DN and change trans. location. Application returned 8-6-47.

TENDERED FOR FILING

AM—1400 kc

Bay County Bcstg. Co., Panama City, Fla.—CP new standard station 1400 kc 250 w unl.

Assignment of CP

WWPN Middlesboro, Ky.—Consent to assignment of CP to Elmer Dennis Smith and Tom Crutchfield d/b as Smithfield Bcstg. Co.

Modification of CP

WVET Rochester, N. Y.—Mod. CP change from employing DA-DN to DA-N using 5 kw unl. on 1280 kc.

August 11 Decisions . . .

BY THE SECRETARY

WABJ Adrian, Mich.—Granted license for new station 1500 kc 250 w D; cond.

WWOD-FM Lynchburg, Va.—Granted mod. CP to extend completion date to 11-4-47.

KRUL Corvallis, Ore.—Granted mod. CP to change type trans.

KXO El Centro, Calif.—Granted mod. CP to change studio location.

WASK Lafayette, Ind.—Granted CP to install old main trans. at present location of main trans., to be used for aux. purposes only, 250 w.

KSFA Nacogdoches, Tex.—Granted license for new station 860 kc 1 kw D.

WTCB Flint, Mich.—Granted license for new station 600 kc 500 w-N 1 kw-LS DA unl. and to specify studio location.

WTNC Thomasville, N. C.—Granted mod. CP to change studio location.

WATL Atlanta, Ga.—Granted mod. CP for extension of completion date to 2-5-48.

KCFM Kansas City—Same to 11-18-47.

WESL Preston, Md.—Granted mod. CP for extension of commencement and completion dates to 10-17-47 and 1-17-48 respectively.

KGHI Little Rock, Ark.—Granted mod. CP to change type trans.

KVRC Arkadelphia, Ark.—Granted mod. CP for approval of ant. and trans. locations, and to specify studio location.

WKAQ San Juan, P. R.—Granted mod. CP to make changes in DA.

WTMV East St. Louis, Ill.—Granted mod. license to change name of licensee to On The Air Inc.

WTWS Clearfield, Pa.—Granted mod. CP for extension of completion date to 12-24-47.

WEGM New York—Granted mod. license to substitute 25.35 mc (subject to change without advance notice or hearing) for present assignment of 37.34 mc, to be used with 50 w for orders only.

Crosley Bcstg. Corp., area of North of Columbus, Ohio—Granted mod. CP for extension of completion date to 1-21-48 for WLWC.

WLWT Cincinnati—Granted mod. CP for installation of new trans. and new ant. system.

Onondaga Radio Bcstg. Corp., Portable-Mobile, area of Syracuse, N. Y.—Granted license for new remote pickup station WCYJ.

(*Continued on page 74*)

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KQV's morning audiences are slightly terrific! They bought a $13,500 farm and just about rang the 'phone off the desks of a real estate office, inquiring about other properties mentioned on KQV's Singing Stars, three mornings a week at 8:45. Another selling success story that proves KQV's new 5000W voice has a big and responsive audience to go with it.

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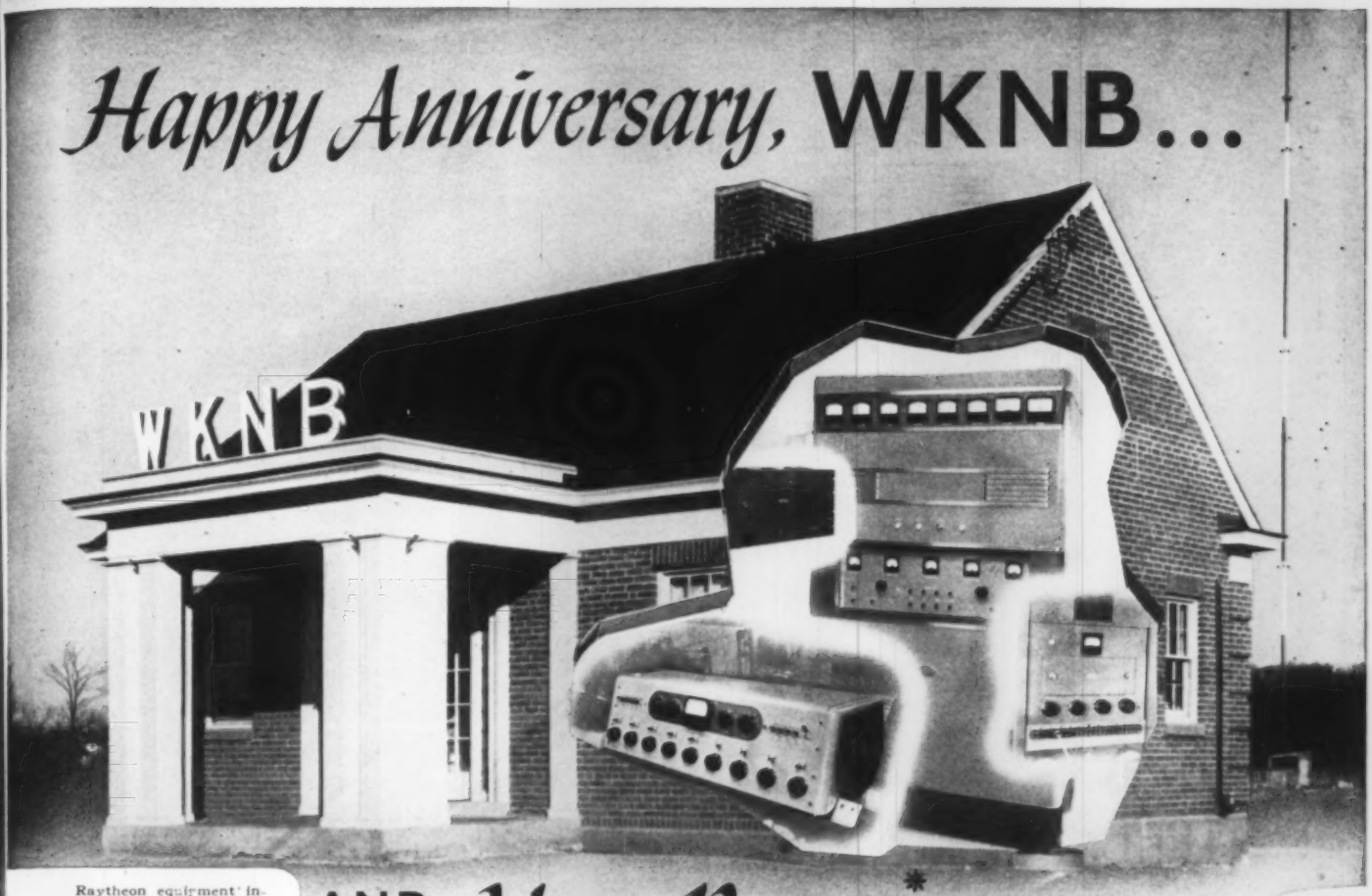

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CLINTON, N. C.

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Their primary daytime listening area contains 31 counties with a population of 922,353 persons who own 135,510 radios. In addition there is a large "bonus" audience in the secondary listening area of WRRF and WRRZ.

Last year's bright leaf tobacco crop in this wealthy region sold for $245,459,006, and tobacco is just one of the crops raised in fertile Eastern North Carolina.

The listeners in Eastern North Carolina keep their dials tuned to their regional Tar Heel stations, WRRF and WRRZ, to hear outstanding local programs and the top programs of ABC.

Your sales program on WRRF in Washington, N. C., and WRRZ in Clinton, N. C., always will be augmented with effective merchandising by the Tar Heel Broadcasting System. For speedy results in the "as good as gold" market of Eastern North Carolina, use WRRF and WRRZ.

TAR HEEL
BROADCASTING SYSTEM, INC.
Washington, North Carolina
National Radio Representatives
FORJOE & CO.
New York • Chicago • Los Angeles

FCC Actions

(*Continued from page 72*)

Decisions Cont.:

Portland Bcstg. System Inc., area of Portland, Me.—Granted mod. license to change corporate name to Guy Gannett Bcstg. Services for WPBO and WPBK.

KLAC-TV Los Angeles—Granted mod. CP to extend completion date 6 mo.

WNAD Norman, Okla.—Granted CP install new vertical ant. and mount FM ant. on No. 1 tower, install new trans. and change trans. location.

WSNJ-FM Bridgeton, N. J.—Granted mod. CP for extension of completion date to 10-31-47.

August 11 Applications . . .

ACCEPTED FOR FILING

FM—97.9 mc

Courier Bcstg. Service Inc., Birmingham, Ala.—CP new FM station (Class B) on Channel 250, 97.9 mc ERP 8,167 w.

Modification of CP

WXAL Demopolis, Ala.—Mod. CP which authorized new standard station to change type trans. and for approval of ant., trans. and studio locations.

FM—102.7 mc

West Memphis Bcstg. Corp., West Memphis, Ark.—CP new FM station (Class B) on Channel 274, 102.7 mc, ERP 8.2 kw.

AM—1400 kc

Ari-Ne-Mex Bcstg. Corp., Escondido, Calif.—CP new standard station 1400 kc 250 w unl. AMENDED re officers, directors and stockholders.

License for CP

KUSC Los Angeles—License to cover CP. as mod., which authorized new station (Non-commercial educational.)

Modification of CP

KFI Los Angeles—Mod. CP, as mod., which authorized installation of new vertical ant. for extension of completion date.

AM—1010 kc

Stanislaus County Bcstrs. Inc., Modesto, Calif.—CP new standard station 1010 kc 1 kw D.

Modification of CP

KUKH Ukiah, Calif.—Mod. CP which authorized new standard station for approval of ant. and trans. location and to change studio location.

AM—610 kc

United Bcstg. System, Van Nuys, Calif.—CP new standard station 610 kc 500 w D.

Transfer of Control

Capitol Bcstg. Corp., Indianapolis—Voluntary transfer of control of permittee corporation from C. Bruce McConnell, Earl H. Schmidt, Frank McConnell, John E. Messick and Edward W. Harris, to Universal Bcstg. Co. Inc. (FM CP).

AM—730 kc

Superior Enterprises, Hammond, La.—CP new standard station 800 kc 1 kw D. AMENDED to change frequency from 800 to 730 kc, power from 1 kw to 250 w, changes in ant. and ground system and change trans. and studio locations. (Request equipment facilities of WSAL).

Modification of CP

Montgomery F. M. Bcstg. Corp., Silver Spring, Md.— Mod. CP which authorized new FM station to change class station from A to B; specify 105.9 mc and make changes in ant. system, ERP 14.4 kw.

WSAR Fall River, Mass.—Mod. CP which authorized change frequency, increase power, install new trans. and DA-DN and change trans. location, for extension of completion date.

KREI Farmington, Mo.—Mod. CP which authorized new standard station for approval of ant. and trans. location and to specify studio location.

AM—900 kc

The Southwestern Bcstg. Co. of Mississippi, McComb, Miss.—CP new standard station 1550 kc 250 w unl. AMENDED to change from 1550 kc to 900 kc hours from unl. to D; change type trans. and change trans. location.

AM—1450 kc

Ari-Ne-Mex Bcstg. Corp., Clayton, N. M.—CP new standard station 1450 kc 250 w unl. AMENDED re officers, directors and stockholders.

AM—1410 kc

Dunkirk Bcstg. Corp., Dunkirk, N. Y.—CP new standard station 1410 kc 500 w DA-N unl.

Modification of CP

WRCS Ahoskie, N. C.—Mod. CP which authorized new standard station to change type trans. and for approval of ant., trans. and studio location.

WNAO Raleigh, N. C.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

Assignment of CP

WFOB Fostoria, Ohio—Voluntary assignment of CP to Seneca Radio Corp.

Modification of CP

KRHD Duncan, Okla.—Mod. CP which authorized new standard station to make changes in vertical ant., change trans. location and specify studio location.

WDEV Waterbury, Vt.—Mod. CP which authorized change in hours, install DA-DN and change name of applicant, for approval of DA. AMENDED to change DA-N.

WFTR Front Royal, Va.—Mod. CP which authorized new standard station to make changes in trans. equipment and for approval of ant., trans. and studio location.

KRAL Rawlins, Wyo.—Mod. CP, as mod., which authorized new standard station to make changes in vertical ant.

APPLICATIONS DISMISSED

Modification of CP

WJLS-FM Beckley, W. Va.—Mod. CP as mod., which authorized new FM station to change frequency to Channel 242, 96.3 mc, and commencement and completion dates. DISMISSED July 24 per request of attorney.

FM—Unassigned

San Diego Bcstg. Co. Inc., San Diego, Calif.—CP new FM station (Class B) on frequency to be assigned by FCC and ant. height above average terrain 500 ft. DISMISSED Aug. 7, per request attorney.

AM—1500 kc

San Joaquin Bcstrs., Stockton, Calif.—CP new standard station 1500 kc 250 w D. DISMISSED Aug. 6, request of applicant.

TENDERED FOR FILING

Modification of CP

KNGS Hanford, Calif.—Mod. CP to change proposed trans. location and install new trans. using 1 kw DA-N on 620 kc.

AM—990 kc

Dawson Bcstg. Co., Dawson, Ga.—CP new standard station 990 kc 1 kw D.

AM—1240 kc

Utica Bcstg. Co., Utica, N. Y.—CP new standard station 1240 kc 250 w unl. (Request facilities to be released by WIBX)

AM—1390 kc

KCRC Enid, Okla.—CP to increase 1 kw to 1 kw-N 5 kw-D and install new trans. using DA-DN on 1390 kc.

AM—1370 kc

KAST Astoria, Ore.—CP change from 1230 kc to 1370 kc, power from 250 w to 1 kw, install DA-DN and new trans. and make changes in ant.

AM—1490 kc

Colorado City Bcstg. Co., Colorado City, Tex.—CP new standard station 1490 kc 250 w unl. (Contingent on KBST changing frequency).

Modification of CP

WSLS Roanoke, Va.—Mod. CP to change frequency from 1240 to 610 kc, power from 250 w to 1 kw, install new trans. and DA-DN and change trans. site. (Files in accordance with Commissions proposed decision).

August 12 Applications . . .

ACCEPTED FOR FILING

License for CP

WEBJ Brewton, Ala.—License to cover CP, as mod., which authorized new

(*Continued on page 77*)

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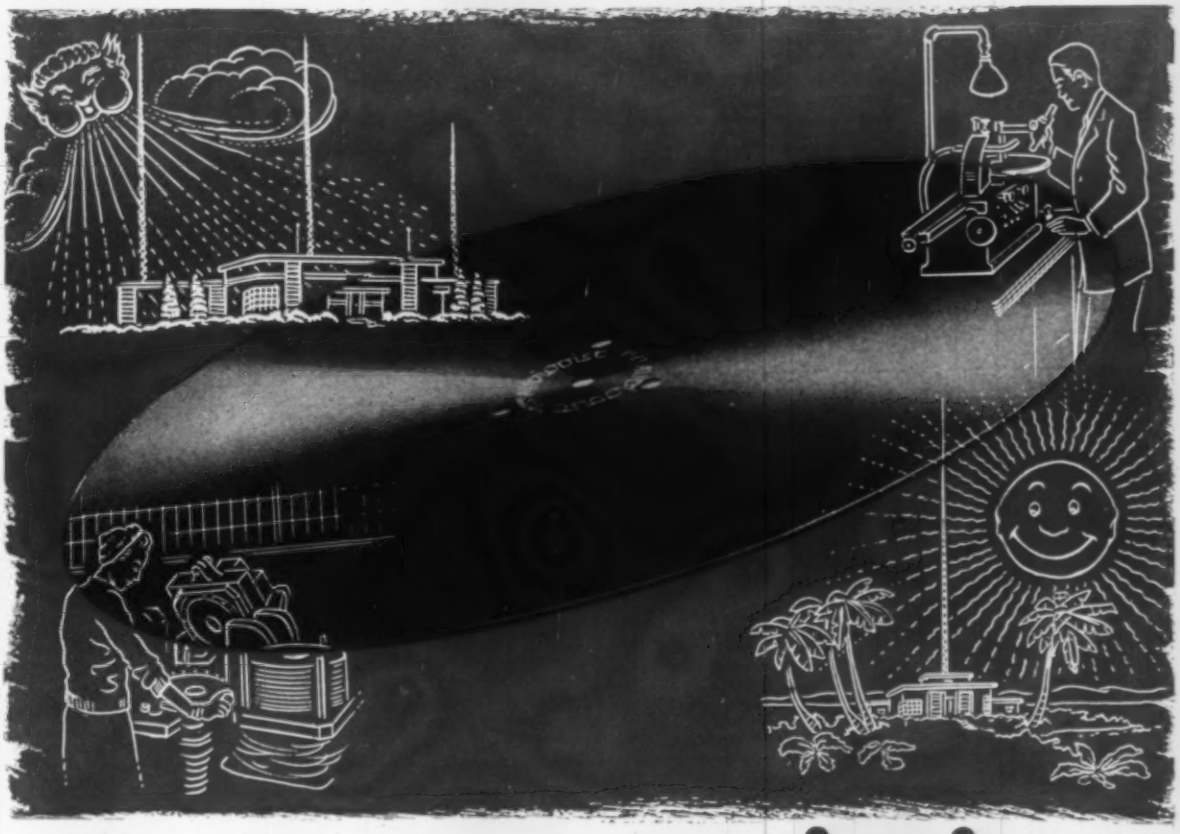

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FCC Actions

(Continued from page 74)

Applications Cont.:

standard station for change of studio location and authority to determine operating power by direct measurement of ant. power.

WIKY Evansville, Ind.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

Modification of CP

WVCM Brookline, Mass.—Mod. CP which authorized new standard station for approval of DA.

WJDA Quincy, Mass.—Mod. CP, as mod., which authorized new standard station, to change name of permittee from The Asher Bcstg. Service Inc. to South Shore Bcstg. Co., and to specify studio location.

Assignment of CP

KFMO Flat River, Mo.—Voluntary assignment of CP to Lead Belt Bcstg. Co.

Modification of CP

KCFM Kansas City—Mod. CP, as mod., which authorized new FM station to specify studio location, change trans. site, frequency to Channel 251, 98.1 mc, ERP to 54 kw; ant. height above average terrain to 350 ft., make changes in ant. system and change commencement and completion dates. AMENDED to change frequency from 251, 98.1 mc to 235, 94.9 mc.

FM—Unassigned

Fayetteville Bcstrs. Inc., Fayetteville, N. C.—CP new FM station (Class B) on frequency in 100 mc band and ERP 20 kw.

License for CP

WALD Walterboro, S. C.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1450 kc

Mountain Empire Bcstg. Corp., near Marion, Va.—CP new standard station 1450 kc 250 w unl.

APPLICATIONS DISMISSED

AM—1240 kc

Ari-Ne-Mex Bcstg. Corp., Lordsburg, N. M.—CP new standard station 1240 kc 250 w unl. DISMISSED 8-8-47 request of attorney.

Relinquishment of Control

KUSN San Diego, Calif.—Voluntary relinquishment of control of permittee corporation from C. Arnholt, J. Frank Burke and John A. Smith to C. Arnholt, J. Frank Burke, John A. Smith and Paul L. Jones. DISMISSED 8-8-47 request of attorney.

TENDERED FOR FILING

AM—1460 kc

WMBR Jacksonville, Fla.—Mod. CP to make changes in DA and extend completion date, using 5 kw unl. DA-N on 1460 kc.

AM—1230 kc

Lebanon Bcstg. Co., Lebanon, Mo.—CP new standard station 1230 kc 250 w unl.

AM—1010 kc

Carr P. Collins Jr., Corpus Christi, Tex.—CP new standard station 1010 kc 10 kw D. (Contingent on grant of Baylor U. and KWBU applications.

AM—1230 kc

KGDE Fergus Falls, Minn.—CP install new vertical ant. and increase power from 100 w-N 250 w-D to 250 w DN.

AM—1400 kc

WROM Rome, Ga.—CP to change frequency from 710 to 1400 kc, power from 1 kw to 250 w, hours from D to unl.

Assignment of CP

Bullard, Metcalf & Goodlette, Hazard, Ky.—Consent to assignment of CP to BMG Bcstg. Corp.

WGTM Wilson, N. C.—Mod. CP to change from 1340 kc to 590 kc, increase 250 w to 5 kw, make changes in DA system (DA-DN), install new trans. (Filed in accordance with Commission's proposed decision).

"It's OK, lady—I'll listen to me favorite soap-opera on WFDF Flint."

August 13 Decisions . . .

DOCKET CASE ACTIONS

License Renewal

WTOL Toledo, Ohio—Announced decision and order granting application for license renewal. Commissioners Denny, Jett and Webster concur in result; Commissioner Durr not participating.

August 13 Applications . . .

ACCEPTED FOR FILING

Assignment of CP

KRFM Fresno, Calif.—Voluntary assignment of CP to California Inland Bcstg. Co.

License for CP

WHOW Clinton, Ill.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WCCM Lawrence, Mass.—License to cover CP, as mod., which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

WKOB North Adams, Mass.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

WGFG Kalamazoo, Mich.—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

KDAL Duluth, Minn.—License to cover CP which authorized increase power, install new trans. and make changes in DA-N, make changes in ground system and authority to determine operating power by direct measurement of ant. power.

KIMO Independence, Mo.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KIYI Shelby, Mont.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

License for Aux.

WWNC Asheville, N. C.—License to use old main trans. for aux. purposes with 1 kw.

Modification of CP

WEWO Laurinburg, N. C.—Mod. CP, as mod., which authorized new standard station, to make changes in vertical ant.

License for CP

WMBL Morehead City, N. C.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—700 kc

WLW Cincinnati—Authority to determine operating power by direct measurement of ant. power.

Assignment of License

KTMC McAlester, Okla. — Voluntary assignment of license to J. Stanley O'Neill.

Modification of CP

WLIV Providence, R. I.—Mod. CP which authorized new FM station to change ERP to 20 kw; ant. height above average terrain to 502 ft.; specify type trans., trans. site and make changes in ant. system.

License for CP

KRUN Ballinger, Tex.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

KRST Tyler, Tex.—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KNEW Spokane, Wash.—Mod. CP which authorized increase power, install new trans. and DA-DN and change trans. and studio locations, to change type trans.

APPLICATIONS DISMISSED

Watchtower Bible and Tract Society Inc., Brooklyn, N. Y.—CP new noncommercial educational station on 90 mc 10 kw emission special for FM and unl. Dismissed 7-7-47 per request attorney.

Agricultural and Mechanical College of Texas, College Station, Tex.—CP new noncommercial educational station on frequency to be assigned by FCC 1 kw emission special for FM and unl. Dismissed 7-16-47 per request letter 7-1-47 from applicant.

TENDERED FOR FILING

Modification of CP

WWXL Peoria, Ill.—Mod. CP to change frequency from 1590 to 1290 kc 1 kw to 5 kw unl. DA-DN, install new trans. and change trans. location. (Request facilities of WIRL).

(Continued on page 78)

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WCHS
Charleston, W. Va.

FCC Actions

(*Continued from page 77*)

Applications Cont.:

AM—1580 kc

Inland Bcstg. Corp., Charles City, Iowa—CP new standard station 1580 kc 250 w D.

Assignment of License

KCBC Des Moines—Consent to assignment of license of AM station and conditional grant of FM-CP to Kapital City Bcstg. Co.

Modification of CP

WIPR Rio Piedros, P. R.—Mod. CP to change proposed trans. location and approval of ant. system using 10 kw unl. DA-DN on 940 kc.

August 14 Decisions . . .

BY A BOARD

FM Conditional Grants

Authorized cond. grant one new Class A and one new Class B FM station subject to further review and approval of engineering details. CPs authorized for 4 Class A and 11 Class B FM stations. CPs for one Class A and six Class B FM outlets granted in lieu of previous cond. See story page 80.

Designated for Hearing

WIBK Knoxville, Tenn.—Designated for hearing application for Class B FM station and application for license to cover CP for new AM station.

Modification of CP

WNBK Cleveland—Granted mod. CP to change trans. site.

Assignment of CP

WKOP Binghamton, N. Y.—Granted consent to assignment of permit of WKOP from partnership to corporation; no monetary gain.

KGRI Henderson, Tex.—Granted consent to assignment of CP for KGRI from Goggan Radio Sales, partnership, to Henderson Bcstg. Corp., for $4,500 cash.

Application Dismissed

Albert J. Felman, Joliet, Ill.—Adopted order dismissing without prejudice to refiling after final decision has been rendered with respect to application of WJOL for renewal of license or after said application has otherwise been disposed of, application for new station requesting facilities now used by WJOL.

Hearing Designated

WSRS Cleveland Heights, Ohio—Designated for hearing application for mod. CP specifying trans. location.

AM—1370 kc

Radio Anthracite Inc., Pottstown, Pa.—Granted CP new station 1370 kc, 1 kw D; eng. cond.

Hearing Designated

Johnson County Bcstg. Corp., Iowa City, Iowa—Designated for hearing application for new station 800 kc 1 kw DA D; made KCMO Kansas City and WBBM Chicago parties to proceeding.

Modification of CP

WKLF Clanton, Ala.—Granted mod. CP to change assignment from 760 kc 500 w D to 980 kc 1 kw D; eng. cond.

Petition Granted

Eugene Bcstrs. Inc., Eugene, Ore.—Adopted memorandum opinion and order granting petition insofar as it requests leave to amend application for new station re ant. system; denied petition insofar as it requests removal from hearing docket.

Petition Denied

Southern Bcstg. Corp., New Orleans—Adopted order denying petition requesting Commission to reconsider action of 2-6-47 in dismissing application which requested facilities of WJBW, and for reinstatement of application.

Petition Granted

KEYS Corpus Christi, Tex.—Adopted order granting petition to remove from hearing docket, and granted, in part, application to operate on 1440 kc 1 kw-D 500 w-N using DA now specified, subject to CAA approval of proposed trans. site and ant. system and to cond. that applicant satisfies all legitimate complaints of blanket interference occurring within 250 mv/m contour.

Petition Denied

Community Bcstg. Co., Erie, Pa.—Adopted memorandum opinion and order denying petition for reconsideration directed against action of Commission granting without hearing application of Community Service Bcstg. Co. for new station, Erie, Pa.

WERC Erie, Pa.—Adopted memorandum opinion and order denying petition directed against action of Commission granting without hearing application of Community Service Bcstg. Co. for new station, Erie, Pa.

Petition Granted

WARM Scranton, Pa.—Adopted order granting petition insofar as it requests continuance in further hearing in Dockets 6884, 7115, 7851, 7852, now scheduled Aug. 19, and continued same to Sept. 11; denied petition insofar as it requests reconsideration of action of presiding officer of motions hearing enlarging issues in proceeding.

Modification of CP

KVNU Logan, Utah—Granted application for mod. CP to make changes in DA-N, subject to CAA approval of trans. site and ant. system and subject to cond. that applicant will satisfy legitimate complaints of blanket interference occurring within 250 mv/m contour.

Petition Dismissed

KGGM Albuquerque, N. M.—Adopted order dismissing petition for reconsideration directed against action of Commission granting without hearing application of KVNU to change facilities.

Petition Denied

Lake Bcstg. Co. Inc., Gary, Ind.—Adopted order denying petition requesting consideration and partial grant of application for uni. operation on 1560 kc so that part of application relating to D operation would be granted and that part pertaining to N operation would be retained in hearing status.

Neal W. Welch, North Adams, Mass., and Rossmoyne Corp., Lemoyne, Pa.—Denied joint petition requesting that their applications, each seeking D operations on 940 kc, be removed from pending files and restored to processing line.

August 14 Applications . . .

ACCEPTED FOR FILING

Modification of CP

KXAR Hope, Ark.—Mod. CP which authorized new standard station to change type trans. for approval of ant. and trans. location and to specify studio location.

AM—1380 kc

Wilmington Tri-State Bcstg. Co Inc., Wilmington, Del.—CP new standard station 650 kc 250 w D. AMENDED to change frequency from 650 to 1380 kc; power from 250 w to 1 kw; hours from D to specified hours (SH-WAWZ);

FCC Box Score

FCC BOX SCORE of actions as of last week stands as follows: Standard stations—1,320 licensed, 525 construction permits, 685 applications pending (of which 382 are in hearing); FM—52 licensed, 869 conditional grants, 649 CPs (part of CPs come from conditional grants, others from hearing proceedings), 143 applications pending (83 in hearing); television—six licensed, 59 CPs, 11 applications pending (3 in hearing); noncommercial educational FM—six licensed, 35 CPs, 7 applications pending.

Sellers

(*Continued from page 10*)

weeks, the *Author Meets the Critics* program sponsored by General Foods (Maxwell House coffee) soon to be followed by *Leave It to the Girls*, as well as the baseball games (home games of the Dodgers) which are co-sponsored by General Foods and the Ford Motor Co. on WCBS-TV, CBS video station. In addition to his television duties Mr. Leder continues to direct the Jack Berch radio show for the agency. His radio activities include directing the *House of Mystery* program as well as many daytime shows.

He also has collaborated on a movie script which is currently being considered by Paramount Pictures and is writing a legitimate play.

The talented producer, with radio, stage and movie experience, still advocates television and advises advertisers to get into it soon to pre-empt time as well as to experiment with shows.

Herb, a bachelor, lives in Brooklyn.

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change type trans., install DA-DN (DA-1) and change trans. location.

Modification of CP

WSB Atlanta, Ga.—Mod. CP, as mod., which authorized installation of new trans. for extension of completion date.

WKMA Quitman, Ga.—Mod. CP, as mod., which authorized new standard station to change type transmitter.

WSOY Decatur, Ill.—Mod. CP, as mod., which authorized installation of new trans., make change in ant. and mount FM ant. on top of AM tower and change trans. and studio locations, for extension of completion date.

License for CP

WFTW Fort Wayne, Ind.—License to cover CP, as mod., which authorized new standard station and to specify studio location and authority to determine operating power by direct measurement of ant. power.

WIMS Michigan City, Ind.—License to cover CP, as mod., which authorized new standard station and specify studio location and authority to determine operating power by direct measurement of ant. power.

WHAS Louisville, Ky.—License to cover CP, as mod., which authorized installation of FM ant. on AM tower and authority to determine operating power by direct measurement of ant. power.

AM—900 kc

Bastrop Bcstg. Co., Bastrop, La.—CP new standard station 1240 kc 250 w unl. AMENDED to change frequency from 1240 to 900 kc, power from 250 w to 1 kw D; hours from unl. to D and change type trans.

Modification of CP

WHFB Benton Harbor, Mich.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

License for CP

KOLN Lincoln, Neb.—License to cover CP which authorized to move trans. and studio locations and install new trans. and change studio location and authority to determine operating power by direct measurement of ant. power.

Modification of CP

KERS Elko, Nev.—Mod. CP, as mod., which authorized new standard station for extension of completion date.

License for CP

Columbia Bcstg. System Inc., vicinity of New York—License to cover CP for new remote pickup station.

WLOS Asheville, N. C.—License to cover CP, as mod., which authorized new standard station and authority to determine operating power by direct measurement of ant. power.

AM—1380 kc

The Eastern Oklahoma Bcstg. Corp., Muskogee—CP new standard station 990 kc 1 kw DA-N unl. AMENDED to change frequency from 990 to 1380 kc; power from 1 kw to 500 w-N 1 kw-D DA-DN (DA-1) and change trans. location.

APPLICATION DISMISSED

AM—1230 kc

James R. Williams, Salina, Kan.—CP new standard station 1230 kc 100 w unl. DISMISSED request of applicant.

WOR Launches Nation-Wide Talent Hunt; Scouting System Aims At Grass Roots

WOR New York last week launched a nation-wide search for talent and programs developed in the grass roots and deemed ready for the big time.

Theodore C. Streibert, president of WOR, announced that Richard Pack, publicity director of the station, had been assigned to establish a scouting system of radio columnists and editors throughout the country to keep WOR posted on the talent and shows in their communities that they felt were owed a chance in New York.

Mr. Streibert said the move was coordinated with a determined effort by the New York station to meet growing advertiser demands for good programs at less cost than most top shows run now. "Name Talent," said Mr. Streibert, "now comes at such a price that advertisers have found it doesn't pay out."

WOR, said Mr. Streibert, was embarking on a policy of building its own shows. All daytime slots are now reserved for house-built programs, he pointed out, and advertisers must buy time and shows rather than time alone.

The insistency by WOR that its own shows, rather than those developed by advertisers or agencies, be scheduled in daytime hours imposed a burden on the station to produce the talent and programs of a calibre that would attract audiences, Mr. Streibert said. Hence the vigorous nation-wide hunt for new voices and new ideas.

TENDERED FOR FILING

AM—1430 kc

Stephen Detzer, Hermosa Beach, Calif.—CP new standard station 1430 kc 250 w D. Contingent upon grant of KWKW to change facilities.

Transfer of Control

KGIL San Fernando, Calif.—Consent to transfer of control of San Fernando Valley Bcstg. Co. from C. P. M. Allen (Deceased), to Helen Ruth Allen.

Assignment of License

KSMA Santa Maria, Calif.—Consent to assignment of license from Hugh G. Shurtliff, Charles A. Shurtliff, Mareby Cardella (Della) Shurtliff, and Cleo Agnes, Center to Santa Maria Bcstg. Co.

AM—1360 kc

Southern Radio and Equipment Co., Jacksonville, Fla.—CP new standard station 1360 kc 1 kw D.

Assignment of CP

WVOS Liberty, N. Y.—Assignment of CP to Sullivan County Bcstg. Corp.

Hearings Before FCC . . .

AUGUST 19

AM—Further Hearing

The Patriot Co., Harrisburg, Pa.—CP 580 kc 5 kw unl. DA-N.

WHP Harrisburg, Pa.—Same.

WARM Scranton, Pa.—CP 590 kc 1 kw unl. DA-DN.

WBAX Wilkes-Barre, Pa.—Same.

Intervenors: CBS; WTAG Worcester, Mass., and WIAC San Juan, P. R.

AUGUST 20

AM—Hearing

Woodward Bcstg. Co., Detroit—CP 840 kc D DA.

Intervenor: WHAS Louisville.

Post Cereals Move

GENERAL MANAGEMENT of the Post Cereals Division of General Foods Corp., New York, under management of Clarence E. Eldridge and his executive staff, has been transferred from New York to Battle Creek, Mich. Post Cereals was founded in Battle Creek in 1895 and the advertising department was moved to New York in 1919. Since 1922 the sales and general management have been centered in New York. Members of the executive staff who accompanied Mr. Eldridge to Battle Creek include: Henry W. Sandberg, general sales manager; Willard Paul, sales manager; W. Archie Sugg, advertising manager; Louis B. Choate, controller of the division; Linwood Brown, assistant sales manager; Harry Danser, administrative assistant, and Elmer Downard, sales assistant.

FMA

(Continued from page 20)

convention as well as Mr. Balcom. Convention arrangements are in charge of William L. Barlow, FMA publicity director.

A new FM converter retailing at $19.95 will be shown at the FMA convention by John Meck Industries, Plymouth, Ind. It is said to operate on any existing AM set. Production in large volume is scheduled by September. The company also will show a $79 AM-FM table model receiver now in wide distribution.

Hazeltine Corp. has called a meeting of its FM circuit licensees at the Roosevelt Hotel, New York, Sept. 3 to coordinate activities of these manufacturers at the convention. Some 50 manufacturers are understood to use Hazeltine circuits.

Well over a score of exhibitors have arranged to participate in the equipment show to be staged during the convention, with many others understood to be anxious to show their wares.

To Cover The Tri-state
(WEST VIRGINIA-KENTUCKY-OHIO)
$231,837,000 Retail Market
you need
WSAZ
HUNTINGTON, W. VA.
5000 DAY
1000 NIGHT
930 KC
ABC PROGRAMS
represented by BRANHAM

RCA TUBES

THE STANDARD OF COMPARISON IN BROADCASTING

RCA Tubes for AM

YES, WE HAVE THEM . . . in a complete line for standard-band and short-wave services. And they're famous.

Why? They're conservatively rated. They stand up. They give broadcasters top program service and operating economy. Your engineer can tell you a great deal about RCA tube performance. Ask him.

Take the 833-A, for instance. Originally designed by RCA engineers, this power triode features a large Zirconium-coated anode for greater dissipation, shielding that eliminates bulb bombardment, and a filament that has tremendous emission reserve for peak loads.

For information on any RCA tube, write RCA, Sales Division, Section P-36H2, Harrison, N. J.

The Fountainhead of Modern Tube Development is RCA

TUBE DEPARTMENT
RADIO CORPORATION of AMERICA
HARRISON, N. J.

FREE

from any perceptible flutter, wow, rumble or vibration!

Western Electric

1304 TYPE REPRODUCER SET

These *new Cabinet Type Reproducer Sets* are compact, convenient and bring out the full quality of today's finest lateral or vertical recordings. The 1304A has the famous Western Electric 9A Reproducer—the 1304B has the 9B.

Exceptionally accurate speed regulation at both 33⅓ and 78 rpm, rapid acceleration and a new *electrical* speed change are just a few of the many outstanding operating features you'll like.

The 1304 Sets—and the 304A and B Reproducer *Panels*—will be in production this year.

For full details, call your local Graybar Representative or write Graybar Electric Co., 420 Lexington Ave., New York 17, N. Y.

Distributed by Graybar — Offices in 93 Principal Cities

—QUALITY COUNTS—

C. E. MICHEL (seated, center), vice president, Union Electric Co. of Missouri, inaugurates weekly sponsorship by his company of *Telequizzicalls*. Program, which began last week over KSD-TV St. Louis, is a quiz show in which audiences are called by phone and asked the solution to charades dramatized in the studio. Looking on (l to r): Guy Yedell, KSD-TV sales manager; William G. Moore, Gardner Adv. Co.; A. B. Rodner, president, Television Advertising Productions Inc., Chicago; Al Chance, manager, St. Louis branch, Television Advertising Productions and producer of *Telequizzicalls*, and Walter G. Heren, advertising manager, Union Electric.

24 Authorizations by FCC for FM Include 22 CPs and 2 Conditionals

CONDITIONAL grants for two new FM stations, one Class A and the other Class B, were authorized last week by FCC. Construction permits for four Class A and 11 Class B FM outlets were granted as well as CPs for a Class A and six Class B stations in lieu of previous conditions.

The Class A conditional grant was awarded Village Broadcasting Co., Oak Park, Ill., which last month was denied AM facilities there in the complex Elgin-Oal: Park-Beloit case [BROADCASTING, July 7]. The proposed assignment is Channel 272, 102.3 mc to Village, composed of Joseph Triner, Charles M. Hickman, George Herrman Jr., Edward J. Faltysek and William L. Klein. Latter had been original applicant.

The conditional Class B authorization went to the Puerto Rico Communitions Authority, Rio Piedras, P. R., an agency of the Puerto Rican Government and grantee of a new standard station in that city.

At the same action the Commission granted a construction permit for a noncommercial educational FM station to The Chicago Theological Seminary, Chicago. Facilities covered are Channel 210, 89.9 mc, 75 kw, effective radiated power and antenna height above average terrain 380 ft.

The following conditionally were granted CPs (power given is effective radiated power, antenna height is height above average terrain, AM affiliation listed in parentheses):

Connecticut Radio Foundation Inc. (WELI), New Haven, Conn.—Class B, Channel 300, 107.9 mc, 20 kw, 500 ft.

The New Haven Broadcasting Corp. (WKOY), New Haven, Conn.—Class B, Channel 236, 95.1 mc, 20 kw, 500 ft.

Plymouth County Broadcasting Corp. (proposed AM grantee), Brockton, Mass.—Class A, Channel 292, 106.3 mc, 800 w, 275 ft.

WFRN Narragansett Broadcasting Co. (proposed AM grantee), Fall River, Mass.—Class A, Channel 265, 100.9 mc, 300 w, 255 ft.

Lockport Union-Sun and Journal Inc., Lockport, N. Y.—Class A, Channel 257, 99.3 mc, 340 w, 250 ft.

Utica Observer-Dispatch Inc., Utica, N. Y.—Class B, Channel 277, 103.3 mc, 8.5 kw, 690 ft.

WEAL Ohio-Michigan Broadcasting Corp., Toledo, Ohio—Class B, Channel 300, 107.9 mc, 20 kw, 500 ft.

Westinghouse Radio Stations Inc. (KEX), Portland, Ore.—Class B, Channel 222, 92.3 mc, 56 kw, 950 ft.

The Scranton Times (WQAN), Scranton, Pa.—Class B, Channel 222, 92.3 mc, 7.2 kw, 730 ft.

Kenneth Edward Rennekamp (WKRZ), Ohio City, Pa. — Class B, Channel 290, 105.9 mc, 6.5 kw, 320 ft. Conditions.

Central Broadcasting Co. Inc. (WCRO), Johnstown, Pa.—Class B, Channel 287, 105.3 mc, 14 kw, 580 ft.

The Derrick Publishing Co., Oil City, Pa.—Class B, Channel 253, 98.5 mc, 20 kw, 500 ft.

Butler Broadcasting Co. (WISR), Butler, Pa.—Class A, Channel 249, 97.7 mc, 660 w, 325 ft. Conditions.

Summit Corp., Scranton, Pa.—Class B, Channel 229, 93.7 mc, 3 kw, 1000 ft.

The following were authorized CPs in lieu of previous conditions:

WSTC-FM The Western Connecticut Broadcasting Co., Stamford, Conn.—Class A, Channel 244, 96.7 mc, 500 w, 345 ft.

WBZ-FM Westinghouse Radio Stations Inc., Boston—Class B, Channel 225, 92.9 mc, 20 kw, 495 ft.

WIBM-FM WIBM Inc., Jackson, Mich.—Class B, Channel 222, 92.3 mc, 16 kw, 295 ft. Conditions.

WNYC-FM City of New York, Municipal Broadcasting System—Class B, Channel 230, 93.9 mc, 18 kw, 535 ft.

WWST The Wooster Republican Printing Co. (AM permittee), Wooster, Ohio—Class B, Channel 283, 104.5 mc, 13 kw, 330 ft.

WCED-FM Tri-County Broadcasting Co. Inc., DuBois, Pa.—Class B, Channel 271, 102.1 mc, 9.5 kw, 660 ft.

WFHR-FM William F. Huffman, Wisconsin Rapids, Wis.—Class B, Channel 277, 103.3 mc, 2.1 kw, 360 ft.

Pottstown Daytime Outlet Is Granted

WKLF and KEYS Also Are Given Changes in Frequencies

A NEW DAYTIME station on 1370 kc with 1 kw at Pottstown, Pa., was authorized last week by FCC. Permittee is Radio Anthracite Inc., Class B FM grantee at Scranton and owner of WHWL Nanticoke, Pa. At the same time FCC approved assignment improvements for WKLF Clanton Ala., and KEYS Corpus Christi, Tex.

WKLF was granted modification of its construction permit to change assignment from 500 w daytime on 760 kc to 1 kw daytime on 980 kc. Engineering conditions are involved.

The Commission adopted an order granting a petition of KEYS to remove from hearing docket and grant in part its application to operate on 1440 kc with 1 kw day and 500 w night, directional. Condition of grant is that applicant satisfy all legitimate complaints of blanket interference occurring within 250 mv/m contour. KEYS has been on 1490 kc with 250 w.

At the same action the Commission dismissed the application of Albert J. Felman for a new station at Joliet, Ill., on facilities of WJOL that city. Mr. Felman onetime was owner of WJOL [BROADCASTING, March 3]. Dismissal was without prejudice to his refiling after a final decision has been made on the WJOL request for license renewal or after the application has been disposed of otherwise, according to FCC.

WLBR HAS MORE LISTENERS IN THE LEBANON AREA THAN ALL OTHER STATIONS COMBINED

• ROBERT S. CONLAN SURVEY •

Stations	Morning	Afternoon	Evening	Entire Survey
WLBR	56.0%	46.2%	56.6%	50.5%
B	9.5	10.0	9.8	9.8
C	10.6	8.7	4.9	9.0
D	6.7	9.8	7.4	8.6
E	7.4	7.5	12.3	7.9
F	2.6	7.5	4.1	5.5
Others	7.2	10.3	4.9	8.7

"The Voice of Lebanon Valley"

WLBR

Serving Central Pennsylvania from Lebanon

JULIAN F. SKINNELL, Operations Manager

Radio Advertising Co., National Representatives

WKOP, KGRI CHANGES ARE APPROVED BY FCC

APPROVAL was granted last week by FCC for incorporation of WKOP Binghamton, N. Y., and KGRI Henderson, Tex. Latter involves enlargement of ownership with consideration of $4,500.

WKOP was granted assignment of permit from The Binghamton Broadcasters, partnership, to The Binghamton Broadcasters Inc. There is no change of ownership and no monetary gain. WKOP is assigned 1 kw day on 750 kc.

Consent was given KGRI for assignment of permit from Goggan Radio Sales, partnership composed of Howard E. Dennis and Ben F. Goggan, to Henderson Broadcasting Corp. New firm, which includes Messrs Goggan and Dennis as each 4% owner, is composed of 14 other local individuals [BROADCASTING, May 12]. KGRI is assigned 250 w day on 1000 kc.

WPIK-FM to Be Launched Today in Alexandria, Va.

WPIK Alexandria, Va., daytime outlet, will launch its FM affiliate, WPIK-FM, on an interim basis today (Aug. 18). Operating on 98.3 mc (channel 252), WPIK-FM will duplicate all sunrise-to-sunset programs of WPIK and also will be on the air from the time WPIK signs off until 10 p.m. daily, the station management announces. The new FM outlet will be staffed entirely by the staff of WPIK.

Potomac Broadcasting Corp., licensee of WPIK-FM, has a conditional grant for Class A facilities for the station and proposes to amend for a Class B grant.

Launching of WPIK-FM takes place on the first anniversary of WPIK's increase of power from its original 250 w to 1 kw.

New MBS Co-op

THE *Meet Me at Parky's* program, last heard on NBC under sponsorship of P. Lorillard Co. for Old Gold cigarettes, will be heard on MBS beginning in early October as a weekly evening cooperative show. Time and starting date has not been announced. Program will originate from Hollywood.

WBTM-FM

DANVILLE, VIRGINIA

*The Voice of the Rich Piedmont Region**

(SOON 5000 WATTS)

PHONE SANDY GUYER
DANVILLE 2350

**In a postcard survey just completed 79.7% of the replys in Danville, Schoolfield and Pittsylvania County show WBTM the outstanding favorite, as it has been for 17 years.*

American Broadcasting Company
GEORGE P. HOLLINGBERY CO.
National Representatives

Sale of KCBC Des Moines Is Sought For a Consideration of $225,000

SALE OF KCBC Des Moines, new 1-kw fulltime outlet on 1390 kc, for a total consideration of $225,000 is proposed in an application tendered for filing last week at FCC. Kapital City Broadcasting Co., buyer, is headed by Myles H. Johns, senior partner and manager of WOSH Oshkosh, Wis. The KCBC deal includes conditional FM construction permit.

According to the application, the disposal of the station is required by the inability of its president, George O'Dea, to continue that responsibility because of a serious operation. His associates, Sidney J. Pearlman, vice president, and Hugh Gallagher, secretary-treasurer, cannot continue the operation separately, it was stated. The three have held equal interest in Kapital City Broadcasting Co., KCBC licensee.

The consideration is two part: $133,797.02 for the interest in the station held by the present owners, and liquidation of a $91,202.08 debt due Mr. O'Dea who had advanced money to support the construction of KCBC.

Kapital City, who also owns and operates Regional Radio Sales Co., is composed of Mr. Johns, chairman of the board and executive vice president, 12½%; his wife, June Smith Johns, treasurer, 12½%; George P. E. Caeser Jr., former general manager of the Ben Hur Co., Milwaukee business administrative firm, president 25%; his wife, Claudia U. Caeser, secretary 25%; W. R. Haynes, assistant secretary-treasurer. Mr. and Mrs. Johns together as trustees hold 12½% interests each for Llyod Ellyn Johns and June Ellyn Johns.

Mr. Gallagher of the assignor is a director of Kapital City. Other directors are Victor M. Harding and G. B. Hextell.

WHOW . . Burlington

WHOW Clinton, Ill., had melting melodies on its hands a few days ago. With the temperature at 112 degrees in the studios, several wax recordings melted. Program Director Fred Harrison said it occurred during remodeling of the bank building in which the studios are located, which prevented use of the air conditioning system.

RMA Announces Intent Of Further Fight on Tax

FIGHT of Radio Manufacturers Assn. for repeal or reduction of the 10% radio excise tax will be renewed, according to RMA President Max F. Balcom, Sylvania Electric Products, who Thursday announced the reappointment of Joseph Gerl, Sonora Radio & Television Corp., as chairman of a special committee in charge of the drive. The committee has been enlarged. George M. Gardner, Wells-Gardner & Co., was named vice chairman.

Other committee members are: Benjamin Abrams, Emerson Radio & Phonograph Corp.; A. A. Brandt, General Electric Co.; R. E. Carlson, Tung-Sol Lamp Works; R. C. Cosgrove, Crosley Division; A. M. Freeman, RCA Victor Division; Paul V. Galvin, Motorola Inc.; H. M. Hucke, RCA Victor Division; C. E. Maass, Western Electric Co.; Ray H. Manson, Stromberg-Carlson Co.; Arthur L. Milk, Sylvania Electric Products; E. A. Nicholas, Farnsworth Television & Radio Corp.; Richard A. O'Connor, Magnavox Co.; Maurice G. Paul Jr., Philco Corp.; Percy L. Schoenen, Olympic Radio & Television; Thomas A. White, Jensen Mfg. Co.

RMA Program Set

INTENSIFIED program of industrial relations to acquaint members with labor facts is planned by Radio Manufacturers Assn. with enlargement of its committee handling that activity. G. W. Thompson, Noblitt-Sparks Industries, has been named chairman and R. T. Borth, General Electric Co., vice chairman.

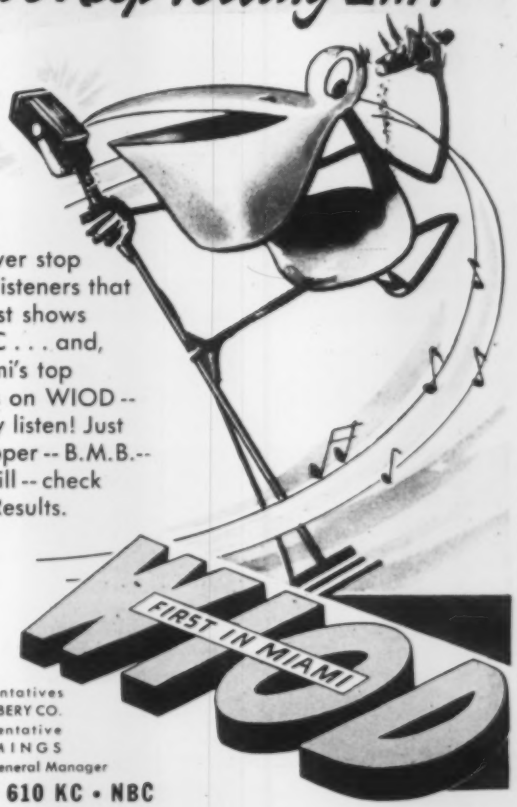
The Spartan Women and the Chambray

Jane Dalton, Women's Director, is on the air Monday through Saturday. The other morning she advertised some cotton goods that went on sale precisely at the end of her first broadcast at 10:00 a.m. At the end of her second broadcast at 10:30, Jane scurried off to buy some of the chambray she had just described. There wasn't enough left to make a doll's dress!

WSPA Spartanburg, South Carolina

5000 watts day and night, 950 Kc. Rep. by Hollingbery
CBS Station for the SPARTANBURG-GREENVILLE Market

THEY ALWAYS LISTEN...
So We Keep Telling 'Em!



. . . We never stop telling our listeners that radio's finest shows are on NBC . . . and, about Miami's top local shows on WIOD -- and do they listen! Just look at Hooper -- B.M.B.-- or better still -- check your own Results.

WIOD FIRST IN MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager
5,000 WATTS • 610 KC • NBC

49.5%

of all

Iowa radio families

"LISTEN MOST"

to

WHO

(during daytime)

11.4% to Station B!

●

50,000 Watts

DES MOINES

Free & Peters, Inc.

Representatives

Baltimore's Listening Habit

WCBM

We Cover the Baltimore Market

MUTUAL BROADCASTING SYSTEM

Free & Peters, Inc.

Exclusive National Representatives

John Elmer, President

George H. Roeder, General Manager

Bristol-Myers

(*Continued from page 15*)

dent Allen. "The first thing we have learned in television," he adds, "is that live actions register better than a still picture. The still picture commercial in television is the same as picking up a magazine and reading an ad. There is nothing unusual about that."

Commercials for B-M television feature action, such as Jinx' little girl cleaning her teeth with Ipana, and Jinx explaining the benefits to her, or Tex rubbing his chest with Minit-Rub and noticing results in one minute by the clock.

Mr. Allen looks upon the $1,500-and-up sets manufacturers are putting out as the greatest drawback to the future of the medium. "What the business needs," he holds, "is more $250 television sets and less of the $2,000 variety."

He also looks forward to the time when FM can send out a program simultaneously with a telecast, thus reaching homes with and without television sets. "As FM and television grow," he says, "we can capture both audiences. Then the industry will really have something a sponsor can buy."

Bristol-Myers International Division's advertising is under the direction of Harold Elterich. Of the export advertising, 25% goes into radio, a small investment for the tremendous returns, especially from Mexico.

Highest Rating

Bristol-Myers' *La Hora del Aficianado* over XEW Mexico City and a 12-station telephone network has had the highest rating in Mexico for over 10 years. While firmly establishing Ipana and Sal Hepatica in Mexico, *La Hora* has cost B-M amazingly little.

It is an amateur program, handled through the B-M distributor in Mexico City, Don Luis Aguilar. Approximately 50% of the established artists in the area got their start on the show.

There has been a marked change in Bristol-Myers' advertising in Latin America since Mr. Elterich was appointed in October. After making a survey of the field, he has revamped the advertising, taking off programs that were "lost" in the dearth of stations flooding some of the South American airwaves, and now planning expansion in Argentina, Brazil, Cuba and Mexico.

Radio Effective

"There is good talent in those countries, and capable direction," he says. He is also planning expansion of the jingles and spot campaigns throughout Latin America. "If the right station, time and talent are selected," he adds, "radio is a most effective means of reaching the Latin American audience."

Throughout the organization, from executives through to the laboratories, there is a noticeable cohesion, a sort of family pride in the bedrock solidarity of the company. Because "proof of performance" is always expected—and received—from Bristol-Myers executives, products, programs, there is a refreshing lack of the nervous apprehension often found in such operations.

Personification of the results of Bristol-Myers' confidence is Eddie Byron, brilliant *Mr. D. A.* producer. He was rehearsing the *Mr. D. A.* cast when he was asked—off the record—just how much Bristol-Myers advised or interfered with his program.

"Interference?" he said, with emphasis. "There's *no* interference. There never has been in the seven years I've worked with them. That accounts for the vitality of this show and for all their shows. We're on our own. Sponsors don't come any better than Bristol-Myers. They know their way around in this business."

U. OF TENNESSEE football games will be heard over WNOX Knoxville this fall under sponsorship of Aluminum Corp. of America. Shown completing arrangements for ten play-by-play broadcasts are (l to r): A. D. Huddleston, ALCOA regional manager of public relations; R. B. Westergaard, WNOX general manager; Robert R. (Bob) Neyland, university's athletic director-coach. WNOX will feed broadcasts to other stations.

IN ENDEAVOR to get around Petrillo ban on music by military bands, Canadian Army has authorized military bands to perform at discretion of commander provided no expense to public is incurred. They may now play for charities, memorial services and other occasions sponsored by the services.

TECHNICIANS' WALKOUT MARS KOWL'S OPENING

SIGN-ON and sign-off were only six and a half hours apart for KOWL Santa Monica, Calif., on its dedicatory day, Aug. 10. Silence extended two and a half hours after four technicians walked off the job when station allegedly would not employ union technicians at the studio.

Station resumed, however, with non-union technician personnel and has continued to operate in that fashion, KOWL management reports.

Although Arthur Croghan, station owner, could not be reached, Clay Osborne, general manager, advised BROADCASTING that talks with IBEW had taken place as late as the night before the walkout but no agreement had been reached. Since the union had never indicated any intention to break off negotiations, he said, the walkout could only be construed as the action of individuals seeking to force the issue.

Television

(*Continued from page 13*)

10, and 12 instead of Nos. 3, 6, 8, and 10.

Scranton-Wilkes-Barre — Would have Nos. 11 and 3 (metropolitan) instead of Nos. 11 (metropolitan) and 1 (community).

South Bend—Would have No. 13 (metropolitan) instead of No. 1 (community).

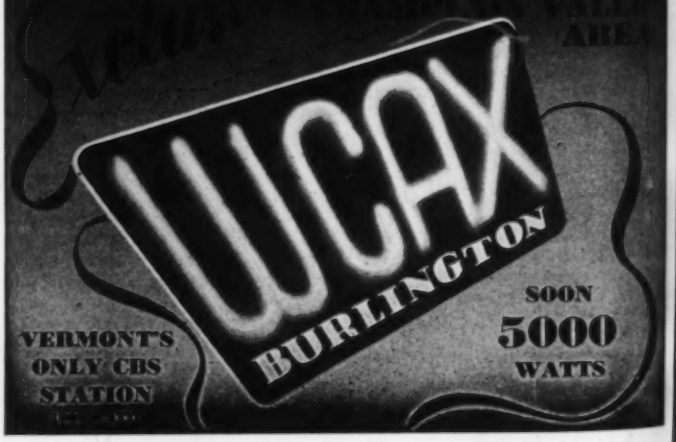
Springfield-Holyoke, Mass. — Would have No. 3 (metropolitan) instead of No. 3 (metropolitan) and No. 1 (community).

Springfield, Ohio—Would have No. 8 (metropolitan) instead of No. 1 (community).

Trenton—Would have no channels, No. 1 (community) being eliminated.

York—Would have No. 8 (community) instead of No. 1 (community).

The table also showed that Channel 9 had been deleted at Detroit at the request of the Canadian government for use in Windsor, Ont., leaving Detroit with Nos. 2, 4, 5, and 7. Other previous changes not related to the proposed reallocation of Channel 1, included: No. 4 shifted from Des Moines to Ames and replaced by No. 12 at Des Moines, which now has Nos. 2, 5, 9, and 12; No. 10 shifted from Indianapolis to Bloomington, cutting Indianapolis channels to Nos. 3, 6, 8, and 12.



Mail Referendum Draws Vote Of Approval on NAB By-Laws

OVERWHELMING vote in favor of all provisions in the revised NAB By-Laws, with one exception, was voted by the membership in a mail referendum completed last week. Results were submitted to NAB by Ernst & Ernst, New York accountants which conducted the referendum.

Exception to the almost unanimous voting occurred on the critical question involving election of directors-at-large. The ballot included two plans—all members voting in all classes of directors-at-large, or all members voting only in the class to which each belongs.

The last-named plan prevailed by a narrow vote. It drew a 226 affirmative vote, with 2 opposed. The all-members-voting-in-all-classes plan, which has prevailed in the past, was favored by 211, with no opposing votes. Thus the plan of specialized board representation prevailed.

FM, television and facsimile stations are now eligible for direct representation on the NAB Board of Directors. The new By-Laws provide for four new directors-at-large—one from Class A FM stations, one from Class B FM stations; one from television and one from facsimile stations. Each class must have a membership of at least 25 stations to be eligible for a director-at-large.

Director Plan

As in the past there will be two directors-at-large for each of three classes of stations—small, medium and large. In all there will be 17 district directors and a maximum of 10 directors-at-large. Network directors-at-large are eliminated, with networks having been transferred to associate membership in a special referendum early in the summer [BROADCASTING, July 17].

Directors-at-large will now be nominated, by referendum, by members in the category each represents. In the past all active members had been entitled to nominate and vote in all elections to fill these positions. The 1947 elections will be held, as customary, at the annual convention but future elections will take place by mail.

District directors now may be nominated by mail in advance of district meetings, whereas in the past they could be made only at the meetings. Elections, however, will be held only at the district meetings. The board has discretion to change geographical boundaries of districts under the new By-Laws.

In revising dues brackets to remove inequities the By-Laws provided that an operator of an AM and FM station in the same community must pay dues based on total income of the two stations. The new dues classification ranges in jumps of $25,000 up to $3,000,000, with the board fixing dues of each class.

Definition of Powers

Powers of the board, president and secretary-treasurer are clarified in the new By-Laws, the two positions being board-appointive. The president is authorized to appoint other association personnel.

Included in the referendum was a charter revised to conform to the new By-Laws. It was adopted 480-4.

Actual voting on By-Laws provisions was as follows:

Article I, name, 490-0; Article II, object, 488-2; Article III, membership (except Section 1 on network-station membership previous adopted), 485-4; Article IV, convention and meetings, 476-6; Article V, dues, 467-6; Article VI, directors, 415-7 (Proposal No. 1, 226-2, Proposal No. 2, 211-0); Article VII, officers, 479-7; Article VIII, district and state divisions, 479-10; Article IX, miscellaneous, 484-5; Article X, offices, 489-0; Article XI, seal, 487-1; Article XII, amendments, 486-0.

The By-Laws superseded as a result of the referendum had been adopted in 1938 and amended several times. Revision removes cumbersome terminology and streamlines provisions.

Lea-NAB

(*Continued from page 20*)

sion Charles Crutchfield, WBT Charlotte, will head a panel on disc jockey programs. Among speakers will be William Adams, WHEC Rochester.

John M. Outler Jr., WSB Atlanta, member of the commercial standards subcommittee of the NAB Special Standards of Practice Committee, and Ralph Hardy, KSL Salt Lake City, chairman of the NAB Educational Standards Committee, will lead a discussion based on selection of time in scheduling local originations and spot announcements.

The sales clinic will include a five-year review of the NAB Retail Promotion Plan by Eugene Carr, general manager of the Brush-Moore stations. Mr. Carr suggested the plan at the Cleveland convention five years ago. The plan culminated in the famed Joske clinic which provided a scientific formula for use of broadcast advertising by retail stores.

The Wednesday general session on broadcast advertising will be addressed by Donald D. Davis, general manager of WHB Kansas City. Mr. Davis will be a member of an "All America Radio Team" which will feature the meeting. Playing the position of "Program Director" on the team, he will discuss "The Sale Foundation of the American System of Broadcasting."

Exhibit Planning

Plans for the exhibition of broadcast equipment and services moved forward last week. Several new exhibitors, in addition to those listed in the Aug. 11 BROADCASTING, are planning last-minute arrangements to take part, provided NAB is able to make necessary arrangements.

Proposed luncheon to be staged Thursday by the Assn. of Women Broadcasters has been tentatively sidetracked. Originally the proposed agenda called for a session to be in charge of Frances Farmer Wilder, CBS, president of the AWB, and Dorothy Lewis, NAB Coordinator of Listener Activities. President Wilder will be unable to participate, having resigned from CBS, and Mrs. Lewis has been recuperating from an illness.

The convention agenda is still in a nebulous state but should take form within a fortnight. Among plans under consideration is a special feature to replace the Thursday AWB luncheon program, with well-known figures slated to take part.

While no arrangements had been made last week, serious thought has been given to floor consideration of the proposed new Standards of Practice recommended Aug. 8 by the NAB Program Executive Committee. Such a discussion would give the industry a chance to air divergent views on the proposed code.

to this:

KDYL is the station most Utahns listen to most.

KDYL
SALT LAKE CITY
UTAH'S NBC STATION

National Representative
JOHN BLAIR & CO.

WRBL
COLUMBUS • GEORGIA
NOW 5000 WATTS Day and Night
More *POWER-ful* than ever!
NATIONALLY REPRESENTED BY
GEORGE P. HOLLINGBERY CO. ATLANTA, GA.

WNAX
YANKTON – SIOUX CITY
OUR 25 YEARS DEVOTED TO WINNING LOYAL LISTENERS
PLUS
CONSTANT ATTENTION TO THE RADIO PREFERENCES AND BUYING HABITS OF OUR BIG MARKET MAKES YOUR ADVERTISING PAY ON WNAX
Member of Mid-States Group Represented by THE KATZ AGENCY

KFMB sells SAN DIEGO
KFMB is the "listening hub" in Southern California's second greatest market. San Diego leads every city in the country in per capita retail sales. Use the station with the "inside" appeal to 465,720 people within 15 miles of our antenna.
KFMB
* Now operating KFMB-FM
BASIC AMERICAN NETWORK (Pacific Coast)
SAN DIEGO, CALIF.
Owned, Managed by JACK GROSS
Represented by BRANHAM CO.

Community Programming Is Emphasized At Indiana FM Meeting in Columbus

COMMUNITY programming as well as better all-around broadcasts by FM stations was advocated Thursday at a meeting of the Indiana FM Assn. by Fred A. Palmer, head of the radio consultant firm bearing his name, and Bill Bailey, FMA executive director.

At an organization session in Columbus, Ind., Paul A. Wagner, WCSI Columbus, temporary president, and Merrell Lindley, of William H. Block Co., Indianapolis, acting secretary, reported on activities to date.

WCSI will take the air Oct. 16 with 31 kw power, one of the first FM outlets to use full authorized power, Mr. Wagner said.

Speakers at the meeting included Ben Irwin, chief engineer, Noblitt-Sparks Industries, Columbus; Ray Spellman, assistant sales manager of the same firm; E. H. Maynard and E. J. Davenport, John S. Meck Industries; Dr. Harry Skornia and George C. Johnson, Indiana U.

Mr. Palmer said more competition and less imitation is needed in radio, along with new talent. He suggested the fact that listeners tune regularly to news and good music on FM indicates a preference for such programming. He attacked repetitive spot announcements and said they should be informative. "If you are going to make radio the equivalent of a billboard you're asking for trouble," he added, "and you'll get it."

Mr. Bailey attacked "footdraggers and pessimists" who block the progress of FM and reminded that FM will have 966 stations on the air in a three-year period compared to the 943 AM stations on the air after a quarter-century. He also referred to the 138 pending applications for FM stations.

Registered at the meeting, held at the Columbus Chamber of Commerce, were:

Paul W. Castner, Central Radio Service, Columbus; Mr. Lindley; E. E. Alden, D. C. Park, WIRE Indianapolis; Mr. Skornia and Mr. Johnson; F. X. McMenamin, R. P. O'Bannon, Corydon; George S. Tatman, Emmett Jackson, Connersville; W. Addington Vance, Crawfordsville; Ed Brant, UP, Chicago; Carl W. Spiess, William H. Block Co.; Norman J. Peterson, S. W. Pozgay, General Electric Co, Syracuse; Marion Ayres, Shelbyville; Gardner Thomas, Marion; Norman Thurston, Leo M. Kinman, Harry Gourley, Shelbyville; Mr. and Mrs. Martin Leich, WBOW Terre Haute; George C. Biggar, KCRG Cedar Rapids; B. B. DeMarcus, WIBC Indianapolis; W. A. Merly, Mr. Maynard, Mr. Davenport, John S. Meck Industries; Raymond J. Kearns, G. F. Lee, WTHI Terre Haute; Mr. Palmer; Truman Rembusch, Indianapolis; Mr. Irwin and Mr. Spellman; Mr. Wagner, K. O. McGlone, Ray Dougherty, Graeme Zimmer, Harold M. Arthur, Russell Newman, WCSI.

TOP ABC OFFICIALS GOING TO NAB MEET

EDWARD J. NOBLE, chairman of the board of ABC, Mark Woods, president, and Robert E. Kintner, executive vice president, will head the network's delegation at the NAB convention in Atlantic City in September, ABC announced last week.

Other ABC officials to attend the conclave include Robert H. Hinckley, vice president in charge of the network's Washington office; C. Nicholas Priaulx, vice president and treasurer; E. R. Borroff, vice president in charge of the Central Division; Don Searle, vice president in charge of ABC's Western Division; John H. Norton Jr., vice president in charge of stations; Ernest L. Jahncke, Eastern Division station relations manager; Robert Jones, Central Division manager; Francis Conrad, Western Division manager; Otto Brandt, James Connolly and Alfred Beckman of the New York station relations department; Frank Marx, director of general engineering; George O. Milne, technical engineering operations director; Ivor Kenway, advertising and promotion director; Ted Oberfelder, assistant advertising and promotion director; Edward F. Evans, research director; Robert Saudek, public affairs director; Earl Mullin, publicity manager; Paul Mowrey, television director; Murray Grabhorn, manager of ABC owned-and-operated stations and of WJZ; Roy McLaughlin, WENR Chicago manager; James Riddell, WXYZ Detroit manager.

KTLA Soon Will Expand Hollywood TV Facilities

TWO-STORY ADDITION to its current facilities will be undertaken shortly by KTLA, Hollywood video station operated by Television Productions Inc.

Additional offices, control room and client facilities will be included, Klaus Kandsberg, West Coast director of the firm, said. New personnel will be added in near future, with building expected to be completed by start of 1948, according to Mr. Kandsberg.

Evaluating current Los Angeles area video audience, he reported that new sets are being installed in homes and taverns at rate of approximately 1,000 a month.

Upcoming

Aug. 19: RMA Export Committee, Stevens Hotel, Chicago.
Aug. 25: NAB FM Executive Committee, NAB Hdqrs., Washington.
Aug. 27: NAB Sales Managers Retail Adv. Sub-committee, BMB Board Room, New York.
Sept. 2-3: Western Assn. of Broadcasters annual convention, Minaki Lodge, Minaki, Ont.
Sept. 9: RMA Adv. Committee, Roosevelt Hotel, New York.
Sept. 11: Group of Independent NBC Affiliates, Hotel Claridge, Atlantic City, N. J.
Sept. 12-13: NBC Affiliates Convention, Hotel Claridge, Atlantic City, N. J.
Sept. 12-13: FMA Convention, Roosevelt Hotel, New York.
Sept. 14: BROADCASTING Magazine Golf Tournament, Atlantic City Country Club, Atlantic City, N. J.
Sept. 15-18: NAB 25th annual convention, Convention Hall, Atlantic City, N. J.
Sept. 17: Council on Radio Journalism, Atlantic City.
Sept. 17-19: CBC Board of Governor meeting, Hotel Palliser, Calgary, Alta.
Sept. 18-20: Affiliated Advertising Agencies Network annual meeting, Hotel Schenley, Pittsburgh, Pa.
Sept. 29: Clear Channel Hearing, FCC Hdqrs., Wash., D. C.
Oct. 6-8: Assn. of National Advertisers annual meeting, Hotel Chalfonte, Haddon Hall, Atlantic City.
Oct. 6-9: Financial Advertisers Assn. Convention, New York.
Oct. 12-15: AAAA Pacific Council annual meeting, Ahwahnee Hotel, Yosemite National Park, Calif.
Oct. 23-25: Life Insurance Advertisers Assn. annual meeting, Chateau Frontenac, Quebec.
Oct. 29-31: Assn. of Canadian Advertisers annual convention, Royal York Hotel, Toronto.
Nov. 3-5: National Electronics Conference, Edgewater Beach Hotel, Chicago.
Nov. 8-9: Southwestern Assn. of Advertising Agencies fall convention, El Paso, Tex.

Durr Back

FCC Comr. Clifford J. Durr returned to his office last Thursday after a vacation, appearances at two radio conferences, and four days' treatment at the U. of Chicago Hospital for a back condition which has troubled him intermittently for several months. He spent about three weeks at his home in Alabama and then participated in the Conference on Public Service Programming, sponsored by the U. of Wisconsin and its WHA Madison, and in early sessions of the U. of Chicago's Religious Radio Workshop.

INTERNATIONAL SILVER Co.'s "Adventures of Ozzie and Harriet" returns to the air Sunday, Aug. 31, 6-6:30 p.m. on CBS after a summer hiatus. Young & Rubicam, New York, is the agency.

REASON WHY
People in Kansas and adjoining states depend on farming for a living. That's why we've programmed to their needs for 20 years. And it's why they buy WIBW-advertised goods.
WIBW The Voice of Kansas in TOPEKA

DISCUSSING Seattle Community Chest campaign plans: Standing (l to r)—Jerry Hines, salesman, KOL; Archie Taft Jr., program director, KOL; Oliver Runchey, commercial manager, KOL; Ben Harkins, program director, KXA; William W. Warren, program manager, KOMO; Floyd Sparks, producer, KING; J. A. Morton, manager, KJR; Henry B. Owen, general manager, KING; Earl T. Irwin, commercial manager, KVI Tacoma; Lyle Burt, special events, KRSC; Carol Foster, director of public affairs, KIRO; seated (l to r)—George F. Hamilton, executive director, Community Chest; Nat S. Rogers, president of Chest; W. H. Sandiford, of Mac Wilkins, Cole & Weber; Richard E. Green, manager of national sales and sales service, KOMO.

* * *

Radio Does Outstanding Job in Seattle In Preparing Public for Chest Campaign

COMMUNITY CHEST campaign is still two months away, but Seattle's eight radio stations have given the drive a tremendous send-off. Using the announcement of a higher goal for 1948 as the springboard, the stations in a sustained campaign over the Aug. 9-10 weekend pounded home the basic theme, "There's a job to do—and we will do it," and the goal, $1,587,744.

Newscasts, commentator programs and virtually every station break for 36 hours starting Saturday noon were used. Early reports on the response indicated that the effort would benefit not only the Seattle-King County Community Chest but other Chests throughout the Puget Sound area and as far away as Portland, Ore., and Vancouver, B. C.

Nat S. Rogers, president of the Seattle Chest, was so pleased with the results that he remarked: "From past experience we knew we could count on Seattle radio to do a job for the Community Chest. The magnificent work our stations did in promoting public understanding of our campaign goal, however, was the best demonstration I have ever seen of how radio can tackle a community service project."

Seattle's top radio executives were told by Mr. Rogers at a luncheon Aug. 5 that the goal this year would be 12% higher than in 1946 and were asked for advice on how best to get the story to the public. It was decided that a concentrated spot campaign, built around station breaks, would be most effective.

Participating in the luncheon discussion were:

Lyle Burt, special events, KRSC; Carol Foster, director of public affairs, KIRO; Richard E. Green, manager of national sales and sales service, KOMO; Jerry Hines, salesman, KOL; Ben Harkins, program director, KXA; Earl T. Irwin, commercial manager, KVI Tacoma; J. A. Morton, manager, KJR; Henry B. Owen, general manager, KING; Oliver Runchey, commercial manager, KOL; Floyd Sparks, producer, KING; William W. Warren, program manager, KOMO; Archie Taft Jr., program director, KOL; W. H. Sandiford, of MacWilkins, Cole & Weber; George F. Hamilton, Community Chest executive director; Leopold Lippman, director of public information for the Chest, and Mr. Rogers.

Mr. Green and Mr. Sandiford are members of the Chest's public relations advisory committee. O. W. Fisher, president and general manager of KOMO, will head the public services division in the Chest campaign in Seattle.

Elsie's a MOO-ther

KENYON & ECKHARDT and the Borden Co. last week were preparing a new stunt to insure the historical importance of Elsie, the Borden cow which already belongs to the ages. The agency and the milk company were buying one-time, one-minute spot announcements as a teaser campaign preliminary to a national contest to name the recent offspring of Elsie. Selection of markets for the teaser campaign was one in character with the Elsie myth, 16 stations in New York, Chicago, Los Angeles, Hawaii—and Devils Lake, a North Dakota town of fewer than 7,000 inhabitants.

KRNT PLANS HIGHEST FM TOWER IN WORLD

WORLD'S TALLEST TOWER will be constructed by KRNT for FM transmission it was learned last week.

The *Des Moines Register and Tribune* station has purchased a 160-acre tract where the 1530-foot construction will be raised—a height equivalent to 30 floors higher than the Empire State Building. KRNT-FM will broadcast over it with a power of 157,000 w.

A year will probably be required to erect the tower after construction is begun. Meanwhile, plans are being completed for the earlier building of a modern structure to house transmitter facilities at the FM tower site.

KOGT Will Get Underway In Sept. As 1-kw Outlet

KOGT Orange, Tex., will begin operations next month with 1-kw fulltime on 1600 kc. Studios and offices will be housed in a new air-conditioned building with a modernistic front.

A. P. Kay Jr. is general manager of the Sabine Area Broadcasting Corp., licensee of KOGT, and Sam Leavitt is station manager.

BAHA'I

The Coming of World Religion

4.

WHY SHOULD OUR ERA seek help and enlightenment from the Bab? What did he bring which we did not already possess?

The Bab revealed and exemplified two new principles which eliminated the real source of human alienation, conflict and war:—

FIRST, that Moses, Christ and Muhammad did not come to found competitive religious systems. They guided mankind through different stages of one and the same moral and social evolution.

SECOND, that in 1844 this eternal, God-directed process entered its most crucial stage—the stage when the races and nations were brought together in one arena, to learn their common humanity and mutually create one social world.

Baha'i literature free on request

BAHA'I PUBLIC RELATIONS
536 Sheridan Road, Wilmette, Ill.

ANOTHER FIRST
for
Atlanta's
Most Progressive
Station

WBGE

WBGE-FM

Atlanta's First Fulltime
FM-Station
95.5 Megacycles

LOCALLY OWNED
LOCALLY OPERATED

Studios & General Offices
Georgian Terrace Hotel

Mike Benton, *Pres.*
Maurice Coleman, *Gen. Mgr.*

GENERAL
BROADCASTING
COMPANY

PROGRAMS RATE HIGHER ON WBNS

"BLONDIE"
Hooperating
(Fall-Winter '46-'47)
23.
ASK JOHN BLAIR

In Columbus It's

COVERS CENTRAL OHIO

WBNS

163,550 WBNS FAMILIES IN CENTRAL OHIO

• CLASSIFIED ADVERTISEMENTS

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. One inch ads, acceptable, $12.00 per insertion, non-commissionable. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Where are all the good radio men-Salesman, announcer and engineer-announcer needed. Must be experienced to warrant good salary we pay. New station needs top personnel. Reply Box 606, BROADCASTING.

Commercial manager for upstate New York thousand watt station. Must be progressive, hard-hitting, familiar with selling in national field and basically familiar with the sale of local programs and supervision of local sales force. Please state in first reply complete radio sales experience, both local and national, former employers, age, marital status, references, and other pertinent data. Box 85, BROADCASTING.

Salesmen for major network station in New England. Must be experienced. Send history, photograph, and state salary expected. Box 102, BROADCASTING.

Wanted: Salesman with several years' experience. Midwestern city of over 100,000. Box 115, BROADCASTING.

Three combination engineer-announcers needed about September 15th. New Pacific coast network station with FM affiliate. Must be A-1 announcers. Send all details. $72.50 for 40 hours. Box 135, BROADCASTING.

Wanted: Chief engineer, two first-class operator-announcers, one program director. New station now under construction in West Virginia. Box 149, BROADCASTING.

Wanted: Manager for only 250-w record station in western market of 75,000. Man must have excellent sales record. Salary $75.00 per week. Box 153, BROADCASTING.

Young lady copy writer who is not afraid to work. Some air work. Ideal climate, new Mutual affiliate. Box 179, BROADCASTING.

Wanted—Announcer who can write copy and who knows something about selling radio time. Mutual affiliate in Southwestern city under 20,000. Write Box 190, BROADCASTING.

Wanted: Salesman who can qualify as assistant manager, Mutual affiliate, southwestern city 15,000. $285 month plus and good working conditions. Box 214, BROADCASTING.

Top men needed now, program director, commercial manager with expanding new station, on air for year. Must be workers, willing try new ideas. Give experience, references, salary requirement, etc. Box 217, BROADCASTING.

Wanted by news service long subscribed to by New York daily newspapers: Salesman of high standing and wide contacts in radio news program field to introduce our report into New York area radio station. No publicity counsellors need apply. Box 221, BROADCASTING.

Help Wanted (Cont'd)

Announcer—Here's where experience will pay off. 1,000 watt, Midwest, ABC-affiliate has opening for strong versatile commercial announcer. $70.00 for 48-hour week. Talent extra. Send qualifications, photo, and transcription. Box 238, BROADCASTING.

Announcers and engineers for new 250-watt station. Give complete particulars including experience and salary expected. Box 240, BROADCASTING.

Wanted—First class engineer with good voice; prefer one willing to train under G. I. Bill, altho not mandatory. 40-hour week—ideal working conditions, Florida station. Box 258, BROADCASTING.

Sales Manager wanted—Regional NBC affiliate serving more than 100,000 radio families, leading California market needs capable, experienced man to handle sales and help in overall management. Must have worked with and know Eastern advertising agencies and have good contact national field. For personal interview by appointment only with our General Manager who will be in Washington, Sept. 9 and 10; Atlantic City, Sept. 12 to 18; New York, Sept. 19 and 20, and Chicago, Sept. 22 and 23, write air mail giving complete information on experience, age, personal photo, salary expected, references and etc. to KCRA, Sacramento, California.

Football announcer for high school games. Attractive deal for season. Send details, football audition record. KFRO, Longview, Texas.

Top Announcer—Sportscaster, writer, send photo, disc. Western paradise. Station KPRK, Livingston, Montana.

Salesman for local sales: plenty of opportunity. Must be experienced, with good record. Draw with 15% commission. Could use a G. I. who has the punch. J. Eric Williams, WGAT, A.B.C., Utica, New York.

Announcers, copywriters, sports announcer—must be experienced, for Knoxville's new Mutual outlet. Early September opening broadcast. Send completed application, names and addresses of references, expected remuneration, audition record of 5 minutes news, and four types of commercials too: WKGN-Atop the Park National Bank Bldg., Knoxville, Tennessee.

Wanted first phone to operate 250 watter. No control work. We are installing 10 kw FM and new studios this summer. W K P T Kingsport, Tennessee.

Experienced announcer. Send complete details as to age, experience, references and salary expected. WLAU, Laurel, Mississippi.

News reporter wanted immediately to gather and write local news and handle station promotion and publicity. If interested, contact J. F. Skinnell, Operations Manager, WLBR, Lebanon, Pennsylvania.

Help Wanted (Cont'd)

Wanted: Chief engineer, two first class licensed combination operator - announcers and program director. New station under construction. All Western Electric equipment. WLOH Princeton, West Virginia.

Sales manager, new station on air. Only experienced need apply. Paul Parker, Mgr. WMBL, Moorehead City, N. C.

Wanted—Aggressive competent commercial manager for new well-established local station for Central Montana. Salary and commission. Capital Broadcasting Company, Lewistown, Montana.

Industrial wired—music salesman, chief-engineer, program director, announcers, numerous other openings. RRR, Employment Agency, Box 413, Philadelphia.

Sales manager for Tobacco Network wanted at once. Fixed salary with good commission override. Want resident sales manager desiring to stay in South. Applicant must be interviewed personally in Raleigh at own expense. Send written application: Billy Hodges, President, Tobacco Network, WGTC, Greenville, North Carolina.

Engineer G.I. A. M., F. M. installation experience. Box 902, Canton, Ohio.

Position as commercial manager open on NBC station in good southern city. Desire experienced radio man with extensive selling experience and southern background who has polish and ability sufficient to become second man in a growing station. Box 268, BROADCASTING.

Chief Engineer, 5 kw southeastern regional, directional. Must be experienced, capable, and take full responsibility. Salary commensurate with experience and ability. Box 266, BROADCASTING.

Situations Wanted

Experienced anouncer available immediately for job anywhere. Married, sober, hard-worker. Thoroughly schooled disc jockey, special-events, newscasting, all phases sports. Recommendations. Box 259, BROADCASTING.

General manager available. Family man, fifteen years experience. Mature, sober, dependable. Top record and references. Prefer south. For interview write Box 3, BROADCASTING.

Announcer-mature. Now employed. 15 years theatrical background. One year commercial announcer 100 watt Mutual affiliate. Experienced control board operation. Want small progressive station with permanent future. Salary secondary to opportunity. Disc on request. Box 51, Ludington, Michigan.

Engineer, RCA graduate, young single veteran with first class license and some experience. Box 139, BROADCASTING.

Experienced commercial announcer, veteran, 22. Smooth board operator. Have handled production, continuity, special events. Box 141, BROADCASTING.

Situations Wanted (Cont'd)

Announcer. Veteran. Graduate of oldest broadcasting school in country. Trained by CBS men in all phases of broadcasting. Will try anything. Box 143, BROADCASTING.

Man with years of experience commercial radio wants to leave government service for executive position with station 5000 watts or over. Experience in program field, public service, continuity, production. Box 145, BROADCASTING.

Announcer-disc jockey. Attention middle eastern stations! Are you looking for a man with a good radio voice, personality, experience, and immediate availability? If so, write Box 146, BROADCASTING.

Available immediately. Man—9 years radio, all phases—250 to 5000 power. Speciality: ad lib, news, program directing. Work anywhere, married, 3 children. Write me and I'll phone you. Box 147, BROADCASTING.

Experienced announcer, now with CBS 5 Kw in major eastern market. Available August 31. Box 148, BROADCASTING.

Transmitter engineer, experienced in low-power AM, Collins, Western Electric and composite transmitters, plus amateur and radio service shop experience. Will winter around Miami. Telephone first license. Box 164, BROADCASTING.

Looking for good inexpensive combination man? First phone, experienced, veteran. Contact Box 165, BROADCASTING.

What's the matter with you station managers and program directors? You keep yelling for good radio men, when all the time here's one with 5 solid years of all-round announcing, emcee, disc jockey experience. A-1 morning man. 24, single, sober, first class ticket. Can give your station, shows that will give competitors in your area something to worry about. These shows have had highest ratings for past 2 years. Seek large metro area. Excellent references. Radio Vision has given him write-up on showmanship. $75 minimum. Personal interview or disc arranged. All replies acknowledged. Box 166, BROADCASTING.

Chief engineer of 250 watter considering change, experienced all phases maintenance and construction work, eighteen years' total experience, consider transmitter engineer position. Box 168, BROADCASTING.

Broadcasting engineer, fully qualified for construction and maintenance. Desires position as chief. Box 171, BROADCASTING.

Announcer. Good all-around man. Experience: Disc shows, news, special events, musical clock. Network experience. Excellent background. Good references. Box 172, BROADCASTING.

Announcer—Veteran, married, 25 years of age. 4½ years of college. Experience with Mutual and NBC outlets handling console operation. Available August 11. Disc upon request. Box 173, BROADCASTING.

Two announcers—Veterans and married. Like to stay together. Some experience. Ambitious and conscientious. Discs available upon request. Box 174, BROADCASTING.

Experienced continuity writer. Accurate, rapid. Go anywhere. Modest requirements. Box 183, BROADCASTING.

Network director-producer, happily employed, seeks same or program directorship, for health in California. Box 185, BROADCASTING.

Fully experienced announcer. 10 consecutive years. Completely dependable family man. 29. Now managing government station. Desires position chief announcer-program director good network outlet. Box 176, BROADCASTING.

CAN YOU SELL?

We are often retained by station management to recommend salesmen and commercial managers. If you have established a successful record where you now are and desire to improve your opportunity, send us photo and outline of past performance.

THE FRED A. PALMER CO.
Radio Consultants
on
Management and Operation

Union Trust Bldg. Cincinnati, Ohio

WANTED

The present address of William H. Phillips, operator of special radio phone deals. Urgent.

Reply to

Box 262 BROADCASTING

ANNOUNCERS AND ENGINEERS WANTED

Announcers and Engineers are requested to write their qualifications and a story of their background, education, age and experience and salary expected. Address WNOE, New Orleans, Louisiana.

WANTED

Experienced transmitter technician for 50 Kw mid-west station. Top salary to right man. Must have at least five years experience on one to fifty Kw. Prefer man who is now chief of one or five Kw looking for advancement. State age, experience, education, references and telephone number in first reply.

Box 260 BROADCASTING

NEW 250 w STATION

In El Paso, Texas, population over 100,000, needs key personnel, Chief Engineer, Program Director, Sales Manager. Interested only in top-flight people who want a connection with a future, can produce and grow with this station. Write stating full experience, education, references, remuneration expected and photo.

Sunland Broadcasting Co.

Vincent W. McConn, Vice-President

369 First National Bank Building
El Paso, Texas.

Situations Wanted (Cont'd)

Attention — Central United States! Available soon—Class "A" announcer-special events man desires position in Illinois, Michigan, Ohio or Indiana area. Desire "live-wire" station specializing in production and ideas. 4 years' experience. Also interested in television. Box 188, BROADCASTING.

Young woman: Combination continuity editor, woman's commentator. Year's experience, excellent voice, college education. Desires position in station radius 250 miles of Chicago. Box 189, BROADCASTING.

Program Director—10 years experience all phases radio. Sound, sellable ideas. Married, sober, dependable. Want permanent position with cooperative organization. Prefer east. Personal interview imperative. Box 191, BROADCASTING.

Time salesman—Real Producer. Former agency account executive. State all facts first letter. Box 192, BROADCASTING.

Staff announcer-writer, ambitious, conscientious, vet, married. Any location. Well trained. Salary subordinate to opportunity. Box 193, BROADCASTING.

Announcer - operator, now employed, wants position in middle-west, preferably Minnesota, Iowa, or immediate vicinity. First phone, veteran, 25, married, no drinker. Disc and photo available. Box 194, BROADCASTING.

Newsman—Direct, rewrite, report, edit, or announce news; direct or announce special events and sports. Local and network experience. Box 196, BROADCASTING.

Newsman. Desires permanent position on news staff of progressive station. Four years commercial experience in gathering and reporting local, state and national news. Minor in journalism from accredited university. Single. Not particular about location. Box 197, BROADCASTING.

First class radiotelephone operator, veteran; looking for a job. Single, will travel. Box 198, BROADCASTING.

Michigan, Ohio, Indiana. Top sports-news man available shortly. Specialize in play-by-play all sports. Will consider regular staff job to start. Five solid years experience. Box 199, BROADCASTING.

Announcer-actor looking for southern station. Just returned from the AFRS, and again free-lancing, doing transcriptions, cut-ins, local shows. Excel in late evening romantic words and music program; have easily adaptable friendly voice that will sell your commercials. Have done newscasting, musical director, classical programs. Box 200, BROADCASTING.

Prospective announcer. Left-handed, lacks intelligence. Has been uselessly trained. Prefers $50.00 and talent fees but will make exception. U. S. locality preferable. Box 201, BROADCASTING.

Announcer, veteran, 28. Trained in all phases of radio at well-known radio school in Chicago. Very desirous of getting established with good growing station. Photo and disc upon request. Box 202, BROADCASTING.

Engineer—First phone, 2nd telegraph, "ham" operator since 1936. Box 203, BROADCASTING.

Engineer—1st phone. Vet. Transmitter and Television training. Radar instructor. RCA grad. Single. Box 204, BROADCASTING.

Ollapodria. 12 years business includes efficient office management, broadcast time sales and engineer-announcing. First ticket. Ideal assistant busy manager. Box 206, BROADCASTING.

For sale—one male type announcer. Used six years and in excellent condition. Operated 5 years as chief announcer for news, commercial, morning or special events work. May be used anywhere after September 1st. Operates on either AC or DC dollars. 100 minimum voltage. Box 207, BROADCASTING.

AVAILABLE SEPT. 1st

Radio Executive Twenty Years Experience Newspaper Owned Stations. Programs, production, public relations, agency contracts, FCC procedure, etc.

Write Box 195 BROADCASTING

Situations Wanted (Cont'd)

Continuity director—Production manager. Eight years radio station experience. Now Radio Director for metropolitan advertising agency. Reason for wanting return to radio station explained in detail on request. Splendid recommendations assured, both here at agency and at stations where previously employed. Prefer South. Box 212 BROADCASTING.

Experienced, proven successful general manager available. Top record and references. Over fifteen years in all phases of broadcasting. Will get your station out of the red or put new one in money very fast. Young, family man, sober, dependable. Will arrange interview. Box 213, BROADCASTING.

Experienced staff announcer, veteran, single, excellent references. Now available. Consider all offers. Preferably Southern market. Will travel. Box 215, BROADCASTING.

Engineer—29, single, first class phone license, ten years engineering exper. which include broadcast transmitter-studio operation, design, construction, test of radio equip., and Naval service as Chief Radio Tech. Two years EE college. Prefers northeast. Box 216, BROADCASTING.

Beginning in broadcasting, first phone, would like small station with opportunity for variety of experience. Box 218, BROADCASTING.

Sales & copy—experienced, versatile copy-contact man (also time buyer) now with agency wants to devote full time to radio. College graduate. Age 27, married. Box 219, BROADCASTING.

Experienced operator now employed 5 kw station desires good position early October. Box 222, BROADCASTING.

Announcer—Good all around man. Commercials and newscasts a specialty. 3 yrs. experience. Box 223, BROADCASTING.

Announcer—Veteran, young, with accredited radio school training. Fill in experience 1000 watt station. Penchant for steady job. Will travel, preferably Midwest. Disc and details on request. Box 224, BROADCASTING.

Newsman with excellent background as press association war and foreign correspondent Europe and Orient plus top domestic assignments, good radio voice and clear, colorful copy, open for combination news bureau-commentator job. Prefer East or West coasts, but seriously consider any location, on basis of opportunity afforded. Box 225, BROADCASTING.

Program director-announcer. Thoroughly experienced in all phases of promotion, production, announcing. Prefer California or Pacific Northwest. Box 226, BROADCASTING.

Staff announcer—23, year and a half AFRS. Good voice personality. Reliable. Box 227, BROADCASTING.

Commercial announcer — twenty-three, married, not "typed" specialized sports-casting. Disc and photo available. Locate any place. Box 228, BROADCASTING.

Announcer—Currently employed at 1000 watter, desires change. Adept at news, disc shows, etc. Can write continuity and operate console. Available on two weeks notice. Audition transcription, photograph, references, all information upon request. Box 229, BROADCASTING.

Engineer 1st class phone, graduate of radio school. Army servicing and radio operator three years. Reliable, single, will travel. Box 230, BROADCASTING.

Engineer, 7 years experience. 1st phone. New England preferred. $60 minimum salary. Box 231, BROADCASTING.

Hooper proves—my record show tops in metropolitan market. Announcer. Programing experience. Desire move for advancement. Mid-west or western station. 4 years announcing, news sports, accent on special events. Interview on vacation first half September. Young, aggresive, sober, married. Excellent references. 2 weeks notice needed. Minimum $60 week plus talent. $75 without. Box 232, BROADCASTING.

Will you pay $300 a month for a program director with six years solid experience in all phases of commercial broadcasting? Excellent copy man, announcer, musician. Plenty of program ideas with sales appeal. Has good personality in dealing with staff and sponsors alike. A first class ticket in addition. Box 233, BROADCASTING.

Combination man. Plenty of experience in announcing, handling speech input and transmitter. First class ticket. Willing to work but expect good returns, congenial atmosphere, and permanent status. Box 234, BROADCASTING.

Situations Wanted (Cont'd)

AM, FM, and television engineers, technicians, combination men. All first class. Contact R. E. Hinkel, Central Radio & Television Schools, 1644 Wyandotte Sts., Kansas City, Missouri.

Hal Styles may solve your problem with a young, ambitious, capable man, veteran or non-veteran, who has been thoroughly grounded for eight or more months by radio professionals in announcing, newscasting, control operation and continuity writing. Write or wire Hal Styles, Hal Styles' School of Radio, 8800 Wilshire Blvd., Beverly Hills, Calif.

Manager-chief engineer, 30, college graduate, ten years experience. Install FM-AM-TV, complete staff, wants new station. Box 1298, Hollywood 28, Calif.

How can a man get announcing experience if you don't give him a chance? Married, veteran, 27, two children. Will travel anywhere. Michael Bobis, 1739 W. 71st, Chicago 36, Illinois.

Announcer. Veteran, single. Versatile, dependable. Disc on request. Bill Borosak, 3225 S. Crawford, Chicago, Illinois.

What have you for an ex-sailor with over three years experience in operation, maintenance and installation of naval radio equipment. No broadcast experience, but hold first class phone ticket. Joseph F. Cooper, 187 Highland Avenue, Arlington 74, Massachusetts.

Wanted—Home for announcer, capable, intelligent, sober, 23, single. Solid background in announcing, newscasting, continuity. Excellent selling voice. Get along well with people. Will travel, preferably south. Burton Derman, 47 Lilalyn Drive, Bridgeport 29, Connecticut.

Announcer. Veteran, 24, single. Will go anywhere. 1½ years training in all phases of broadcasting. Ed. Ejorek, 6531 S. Minerva, Chicago, Illinois.

Combination announcer-engineer with college education and first phone license, presently employed as program director 250 watt independent, desires larger more fertile commercial fields with talent set up. Not interested in southern markets. Cal Hill, Route 4, Box 138, Huntsville, Alabama.

Engineer, 1st phone, age 22, single. No experience, except 3 years as Navy radio operator. Travel anywhere, excellent references. Richard Jennings, 11 Summer Street, Holbrook, Mass.

Announcer — Capable, sober, earnest. Adapted newscasts, commercials, turntables, drama, continuity. Martin Kahel, 41-44 44th St., Long Island City, N. Y.

First class radio-telephone operator desires suitable radio position. One year radio technical course recently completed. Age 25, single, and free to accept position anywhere. Edward Kovachik, 6929-39 Avenue, Kenosha, Wisc.

Announcer, single, 21, veteran. Reliable, ambitious. Graduate leading radio school Radio City, N. Y. Prefer south, but will travel anywhere. Disc, photo upon request. Wm. J. Lewis, 820 Neptune Avenue, Chester, West Virginia.

Announcer, 27, single, veteran. Good basic radio training. Make no extravagant claims, capable, conscientious. Disc, photo on request. Richard Meyer, 400 Palisade Avenue, Bogota, New Jersey.

Engineer. 1st phone, 1st telegraph, graduate of radio school. Merchant Marine radio operator four years. Dependable, sober, industrious, married. Modest requirements. John E. Palmer, Route 3, Box 200, Gainesville, Florida.

Technicians for North-midwest U. S. from-RRR, Personnel Service, Box 413, Philadelphia.

Announcer, vet, 24, married. Trained at leading Chicago radio college. Any locality. Permanent. Disc on request. Robert Sorensen, 616 S. Lincoln, Hinsdale, Illinois.

Announcer — Vet, 21. Sober, settled. Diploma from top Chicago radio school. Ability for news, ad lib and play-by-play and pleasing voice that will sell. Short on experience but has potentialities and energy. Howard Wilson, 1424 S. 17th Avenue, Maywood, Illinois.

Announcer, recent grad. leading N. Y. school of radio. Inexperienced but can be molded to taste. Disc on request. Will travel. John Blickley, 2037 Belmont Avenue, Bronx 57, N. Y.

Operator—Active Class A amateur, veteran 38, married, with brand new 1st phone and 2nd telegraph licenses desires a chance to make good in broadcasting. Prefers local or regional station in Ohio, N. Y., Pa., or N. E. Write F. L. Daly, 628 Euclid St., Salem, Ohio.

Salesman, first class phone, announcing experience, age 23, unmarried. Box 205, BROADCASTING.

(Continued on page 88)

FOR SALE
WINCHARGER GUIDE TOWER
Type 101, 150 feet
Complete with lighting equipment
NEW—Never Uncrated
Box 267, BROADCASTING

FOR SALE
IMMEDIATE DELIVERY

2 Fairchild Turntables 524A1 used less than six months $400.00 each.
2 WE 109-A Reproducer groups $175.00 each.
2 WE 9-B heads for phonograph records. NEW-never used—$81.25 each.
1 Limiting Amplifier with Tubes Model RL 10. Used about 3 months—$300.00.
1 WE 754-A Volume Indicator with KS-8218 Meter. NEW-never used. $163.60.
1 WE 22-D Remote Speech. NEW-never used. $676.80.

Station W A L T
Box 1077 Tampa, Florida

STATION MANAGER AVAILABLE
SALARY SECONDARY

Experience:

MANAGEMENT
Currently General Manager of a leading independent station in large metropolitan market.

COMMERCIAL
Former salesman, network affiliate.

SPECIAL EVENTS
Seven years experience in this field.

PRODUCTION
Ex-producer of several coast-to-coast shows.

PUBLIC RELATIONS
Fifteen years background in all aspects of public relations.

Promotion & Publicity
Seven years representing a leading national radio personality.

ADVERTISING
Familiar with all forms of advertising.

The above qualifications represent not seven men, but *one* man, who has lived, eaten, and slept radio in all its phases, and who knows the field of broadcasting inside out. What this married family man seeks is pleasant working conditions with a future.

LETTERS OF RECOMMENDATION AVAILABLE FROM "PEOPLE *YOU* KNOW"

BOX 261 BROADCASTING

Situations Wanted (Cont'd)

Young woman—Experienced continuity writer; announcer training; capable, ambitious. Samples; references. Desires position in any part of Florida. Box 237, BROADCASTING.

Program director available to large station in metropolitan market where GOOD RADIO is necessary. Plenty of know-how and a record of success backed by plenty of experience. Minimum salary $100 per week or base plus talent if some air work necessary. Box 239, BROADCASTING.

Engineer—Three years experience, studios, transmitter, prefer New England. Married. Box 241, BROADCASTING.

Program director-writer-producer-director nine years with 50,000 watt, network owned stations. Desires change to smaller station as program director. References prove ability. Married. Reliable. Give salary or salary-commission possibilities and if air work necessary. Box 243, BROADCASTING.

Announcer with 1st class phone. Top-notch announcing. Experienced, hard-working, sincere, capable, excellent voice. Proven sales ability. $65 per week minimum. Box 244, BROADCASTING.

Traffic manager, bookkeeper, employed —50 killowatter. Desires scenery change. Box 245, BROADCASTING.

Sports-special events expert, network employed—seeks Midwest-Westcoast station or agency. Box 246, BROADCASTING.

Manager, with ticket, employed. Successfully put competitive new local on steady profit basis. Interview, NAB, Convention. Box 247, BROADCASTING.

Woman's editor with several years experience handling women's and children's programs. Prefer 5000 watts, but will consider other. Contact Pat Garrison, 101 Pleasant Street, Sayre, Pennsylvania.

A-1 versatile announcer—graduate of the University of North Carolina (M.A. 1940). Three years in radio (staff, M.C., record). Pre war instructor English and speech large Florida senior high school. Now employed 250 watt Mutual affiliate. Married, sober, reliable. A-1 references. Seek position commensurate with background and ability. Contact immediately: Bill Gatling, Edgewood Apts. K-2, Goldsboro, N. C. Phone 1707-W.

Experienced engineer, 1st phone. Assistant chief at last station. Will travel. Married, veteran. John Harris, 121 W. Kerr, Lufkin, Texas.

Engineer—1st phone. RCA grad. AAF operator. Married. Lee Hodges, Box 6, Rural Hall, N. C.

Announcer — veteran, 27, married. Trained at Columbia College, Chicago. Desires position in the south. Disc on request. Salary no object. Tom Kasel, 220 South Lincoln Street, Westmont, Illinois.

Salesman, first class license, announcing experience, age 23, unmarried. Within 200 mile radius of Pittsburgh, Penna. Box 250, BROADCASTING.

Wanted to Buy

FM licensee New York suburb's only station desires active or inactive investors up to $25,000.00 for 50% or proportionate share. Unusual opportunity. Box 184, BROADCASTING.

Will buy radio station 250 watt preferred, with Network affiliation. City must have population of 50,000 or more. We are practical radio station operators. NOT BROKERS. Give full details in first letter. Your reply treated in strict confidence. Box 220, BROADCASTING.

Salesman — Active and proven time salesman wanted to invest in and become active partner in midwest 250 watt application. Box 242, BROADCASTING.

Profitable radio station, by executive with capital. Box 248, BROADCASTING.

Experienced broadcaster wants to purchase majority or minority interest in station with solid record, new station with good prospects, or CP, but must actively manage or participate in management. Go anywhere. Available immediately. Impressive record local stations, networks, governmental agencies. Box 263, BROADCASTING.

Wanted—one used 1 kw AM transmitter, complete with power supply. Quote price, manufacturer, model and date. M. R. Hanna, WHCU, Ithaca, New York.

Miscellaneous

For sale—Radio fan magazine. Circulation 28,000. A fine opportunity for ambitious radio man. Box 995, BROADCASTING.

Jockey's comedy script collection, $5.00. Kleinman, 25-31-T 30th Road, Astoria 2, L. I., N. Y.

Situations Wanted (Cont'd)

Writer, competent, strong on special events, dramatic shows, public service. Good background. British-born, ex-Navy pilot and intelligence officer. Highest references. Box 235, BROADCASTING.

Announcer, experienced. Grad, leading radio school, N. Y. East preferred will travel anywhere. Box 236, BROADCASTING.

Ex war correspondent. Fed up with inconsequential stuff seeks commentating-writing-executive post New England station. Box 27, Watertown 72, Mass.

Announcer. Vet, single, 22. Complete training in all phases of announcing at large radio school. Interested in sports. Jack Katz, 2244 N. Kimball Avenue, Chicago, Illinois.

Not Kenny Delmar, just hardworking, conscientious, ambitious. One year experience announcing, newscasting, disc jockeying. Disc available. Prefer New England station. Three jobs for one Man? Then write to James Mastroni, 87 Beaconview Drive, Fairfield, Connecticut.

Announcer — experienced — commercials, musical, disc shows, copy-writing, station routine. Veteran, married, will travel. Disc, photo on request. Wally Parker, 123 Hillcrest Avenue, Yonkers, N. Y.

Announcer. Vet, 22, single. Trained in all phases at Columbia College of Radio. Willing to travel. Howard Riedel, 2935 Dawson, Chicago.

Announcer—Vet, single, age 26. Year's training large Chicago radio school. Knows sports. Will go any locality. Contact Bob Wilson, 1470 Warner Avenue, Chicago, Illinois.

For Sale

Capital needed for plant expansion FM station! Meeting expenses after ten months operation! Soundly conceived! Leading market! Experienced management and staff! 55% of capital structure now held by many small investors of limited means; up to 25% available to qualified persons. Give complete details, references, first letter. Box 152, BROADCASTING.

Consolette-Gates model 30-8 channels, 5 preamps, program amplifier, monitor amplifier. Available September 1st. Excellent condition. A bargain at $750.00. Box 170, BROADCASTING.

1000 watt Western Electric Type 353E1 transmitter. In excellent condition. Available immediately. Radio Station KDAL, Duluth, Minnesota.

Wi' recorder in new condition. Battery operated. Excellent for on the spot broadcast. $325.00. WHIO, Dayton, Ohio.

Western Electric 5 kw transmitter in excellent condition. Now operating. Available about August 15, 1947. Complete description on request. WIS, Columbia, S. C.

For sale: One new 1000 watt Western Electric transmitter in use since Nov. 1, 1946, in excellent condition; and one 6-B 1000 watt Western Electric transmitter in good condition. Radio Station KVNI Coeur D' Alene Broadcasting Co., Coeur D' Alene, Idaho.

250 watt Temco transmitter and complete set spare tubes, in operating condition and FCC approved. Write or wire your offer to WLBB, Carrollton, Ga.

For Sale—4,000 feet of No. 10 bare copper annealed wire. Capital Broadcasting Company, Lewistown, Montana.

Temco transmitter, 250 watts, never used; control console, monitor, amplifier; to loud speakers in cabinets; oscilloscope. $1500 takes everything. Chester Daly, 1943 Seneca, Buffalo, New York.

Presto-Recorder model K-8, matching Turner dynamic mike, Max-Mixer 3 mike inlet, 3 sapphire cutting needles. Equipment brand new sacrificed at $350. 1454 Park Road, N. W., Washington, D. C.

250 Watt Tempco transmitter, Model 250 GSC (Modified). Fully converted to FCC specifications and ready for installation. Phone, wire or write Garvice D. Kincaid, Central Bank Building, Lexington, Kentucky.

For sale: 170 ft. model 101 Wincharger tower only three years old. Complete with A-2 lighting equipment; base plate and Lapp base insulator; $1250 dismantled or $1000 as is, F.O.B. Hamilton either case. Available before November 1st. Phone 4664 or wire Pabst, WMOH, Hamilton, Ohio.

Two GE Model 51 wire recorders—complete accessories—spare spools each $425; pair $800. Two Collins lightning chokes, heavy duty type 23EI each $67.50; pair $125. Two UTC 3-AX equalizers each $67.50; pair $125. Radio Station WHBF, Rich Island, Illinois.

Madison-Rockford Commission Okay

THE BATTLE between applicants for Madison, Wis., and Rockford, Ill., each seeking a new 1-kw station on 1480 kc, was in a new round last week, awaiting FCC's decision on whether the fight should go on.

Edwin Mead, applicant for Rockford, took the first round by winning the proposed decision, but Radio Wisconsin, the mutually exclusive applicant for Madison, won a supplemental proposed decision and the final decision [BROADCASTING, Nov. 4, March 10, July 7].

Mr. Mead is now seeking reconsideration, contending that FCC's final decision favoring the Madison applicant was based solely on grounds that Madison residents receive only one network service while Rockford receives all four. He has offered an affidavit by Clyde H. Bond, Washington radio consulting engineer, to support his claim that Madison actually receives service from all networks but ABC. He also argued that WKOW Madison permittee, had sought an ABC affiliation but "has been prevented. . .by the commitment of ABC to applicant Radio Wisconsin."

Opposes Mead

Radio Wisconsin is opposing the Mead petitions and has asked FCC to strike counter-arguments offered by the Rockford applicant, claiming they involve "sham and [were] interposed for purposes of delay." Radio Wisconsin argues that the Bond affidavit was submitted after the deadline set by FCC regulations and that therefore it has no standing. Mr. Mead contends the essential facts of the Bond statement were filed before the deadline.

Both sides have Congressional support. The record shows that Sen. Alexander Wiley (R-Wis.) has written several letters to FCC Chairman Charles R. Denny, with copies to other members, in support of the Madison application. Sen. Spessard L. Holland (D-Fla.) has written in support of Mr. Mead, a Rockford native but more recently a resident of Florida, and other letters in support of the Rockford applicant have come from Rep. N. M. Mason (R-Ill.) and several Rockford area business and professional men and women.

Radio Wisconsin, headed by Morgan Murphy of Superior and owned by a group including Minnesota Tribune Co., former Congressman Harry Sauthoff, and stockholders of Arrowhead Network stations and several Wisconsin and Minnesota newspapers, is represented by Arthur Scharfeld of the Washington law firm of Loucks & Scharfeld. Mr. Mead, in business with his father at Miami Beach, is represented by Norman M. Littell, Leland L. Yost, and Vail W. Pischke, also of Washington.

Contestants Await to Continue Fight

For War Widows

AN UNUSUAL letter from an "Air Force widow" changed Dick Doyle's night disc show over WHBQ Memphis into a memory show for war widows this past Air Force Day. The woman told how she married her husband seven years ago on what is now Air Force Day, how he went overseas on that date and was killed on a bombing mission. Then she included a a list of musical selections, accompanied by little personal sentiments to be used as introductions. The station used the letter in its entirety.

CHIEF ENGINEER WANTED

By group New York FM stations. Send complete resume, training, experience, references, salary

to

PAUL GODLEY, Box J, Montclair, N. J.

FOR SALE!

WELL ESTABLISHED
NORTHWEST RADIO STATION

Sale Price—Under $100,000

Earnings in Excess of $30,000
Including salary of owner before taxes

This station will not be for sale very long!

Box 265, BROADCASTING

WTUX's Reserves Spotlight Air Show

SPOT PARACHUTING of cargo to airport for accuracy, a feature of an Army Air Force Day air show sponsored by the Delaware Air National Guard (142nd Fighter Squadron) at New Castle Air Base Aug. 2, was described for WTUX Wilmington listeners as part of a 40-minute broadcast. Lt. Robert L. Wilcox (second from r), WTUX station manager and an Air Force Reserve officer, flying in a C-47, broadcast from the plane as it made three runs over the field dropping cargo parachutes on each run. Gus Parmet (fourth from r) WTUX sportscaster and news editor and a Sea Bee veteran, gave an on-the-ground discription of the flights. Participating and assisting in WTUX broadcast, which also included description of simulated attack on the C-47 by a group of P-47 Thunderbolts, were (l to r): S/Sgt. Carl Arnold, Delaware National Guard, crew chief; Capt. William W. Spruance, DNG, pilot of the C-47; S/Sgt. Edward S. Naurocki, DNG, parachute dropper; S/Sgt. John P. Daugherty, DNG, WTUX sales representative; Mr. Parmet; Capt. Robert W. Laird, co-pilot of the C-47; Mr. Wilcox, and Comdr. Gordon MacIntosh, Reserve, president of WTUX.

Beck Studios Will Open Minnesota Video School

BECK STUDIOS, Minneapolis, will open a television school in October to be called Twin Cities Television Lab. Sig J. Dahlquist, Beck representative, spent last week in New York scouting for teaching talent for the new school, which will offer courses in all phases of television except the purely technical. The school expects an enrollment of 400, and, with the exception of Chicago, claims to be the only video school in the Midwest.

On the advisory board are Harvey Marlowe, president of Marlowe Television Assocs., New York, Bert Taylor, vice president, Television Broadcasters Assn., and R. B. Gamble, Gamble & Haussler, independent video producers.

Beck Studios also announced that it was preparing an application to the FCC for a license to operate a commercial television station on one of Minneapolis' five channels.

WACE Aids Army

ARMY enlistment efforts got a boost last month from WACE, 1-kw regional in Chicopee, Mass. What's more, every male member of the WACE staff, including top officials and President David Hayes, is a veteran of either World War I or II, proving, according to the station, that veterans hold no grudges against the Army. To show its appreciation, the Army gave a certificate of commendation to Program Director Terry Colwell in recognition of WACE's cooperation in current enlistment drives.

RCA NEW YORK is currently distributing a booklet describing activities of RCA Industry Service Laboratory, New York. Brochure gives information on organization of service laboratory, shows pictures of its executive staff and describes how it builds and tests its radio and television equipment.

Crawford Launches New York Drive

Half-Million Will Be Spent On Spots and Programs

CRAWFORD CLOTHES, New York, Aug. 17 launched a radio advertising campaign of approximately a half-million dollars, using spot announcements and more than 200 programs ranging from five minutes to an hour on six New York stations: WOV WJZ WHN WMCA WINS WNEW.

The campaign, which is to extend for 52 weeks, reportedly will make Crawford Clothes one of the largest radio advertisers in the New York market. The company will sponsor *Headline Edition*, Mon.-Fri., 7-7:15 p.m., and Martin Agronsky, 8-8:15 a.m., Mon.-Fri., both on WJZ.

Don Goddard will be sponsored six times weekly on WINS and in 1948 will be sponsored before and after baseball games on WINS on alternate days, totalling 36 quarter-hours weekly. Six Italian programs, weekly, morning and afternoon will be sponsored by Crawford on WOV plus the *1280 Club*, *Prairie Stars* and *Wake Up New York*. Tommy Dorsey's packaged show will be sponsored on WMCA. The *Newsreel Theatre* will be sponsored four days one week and three days the next week plus two ten minute strips and two five-minute strips across the board on WHN, as well as 24 quarter-hour shows, mostly musical, on WNEW.

Al Paul Lefton Co., New York, is the agency.

Catholic Broadcasters Hold Conference in N. Y.

ATTENDANCE of about 75 Catholic broadcasters and prominent Catholic laymen was expected at the organizational conference of the Catholic Broadcasters Assn. at Fordham U., New York, Aug. 15-17.

Scheduled speakers included Father Dito, vice president of the International Catholic Assn. for Radio and Television, who was to discuss the possible affiliation of the new group with his organization and with the Catholic Theatre Conference; J. N. "Bill" Bailey, executive director of the FM Assn., speaking on the formation of an Association of Catholic Broadcasters; Arthur Hull Hayes, president of WCBS, New York, and Jay Jostyn, "Mr. District Attorney."

Representatives of AFRA, AFM and RWG were to participate in a panel discussion titled "Radio Unions and You."

Video Exhibit

LATEST developments in the British television industry will be demonstrated by the government at a radio exhibition to be held at Olympia, London, Oct. 1-11. In addition to a display of television equipment, BBC will have a studio where visitors can watch actual televising of broadcasts.

"What are you WAITING for?"

Northwest Iowa's Mutual Station

KICD

SPENCER-ESTHERVILLE, IA.

A TAYLOR-HOWE-SNOWDEN STATION

TALK to the SOUTH'S EAR ZONE
through WDSU
WDSU broadcasts 5000 watts from the French Quarter to the Gulf and South Louisiana listeners.
From daily association with time-honored New Orleans institutions WDSU has developed a high quality of integrity. WDSU devotes program time regularly and exclusively to the St. Louis Cathedral, the International House, Moisant International Airport, Tulane University, Union Station, the Municipal Auditorium, Symphonies and Operas.
WDSU's dominate Hooperating proves that honoring local institutions creates high listener loyalty.
New Orleans
NEW ORLEANS WDSU ABC Affiliate
1280 kc
5000 Watts

HOTEL STRAND

Atlantic City's Hotel of Distinction

ATTENTION DELEGATES

We invite all delegates to the National Association of Broadcasters Convention in Atlantic City, Sept. 13th to 18th to make this lovely hotel "Your Headquarters".

Beautifully Furnished Rooms . . . Salt Water Baths . . . Open and Inclosed Sun Verandas . . . Sun Decks atop . . . Cuisine Unsurpassed . . . Garage on Premises . . . Every Facility . . .

Attractive Rates to N.A.B. Delegates

Exclusive Pennsylvania Avenue and Boardwalk

WMBG SERVING RICHMOND AND VIRGINIA FROM THE CAPITAL OF THE OLD DOMINION

FM STATION

W---- CAPITAL OLD DOMINION

NOW OPERATING

17¼ HOURS DAILY

47,000 WATTS AUTHORIZED POWER

In this Major Market

USE WMBG

NBC IN RICHMOND, VA.

5000 WATTS

Bill Stern · Charlie McCarthy · Fred Allen · Jack Benny · Bob Hope · Fibber McGee and Molly

REPRESENTED BY JOHN BLAIR & CO.

ADDED SERVICE
WTMJ Builds Program Of Record Series

SO IMPRESSED was WTMJ Milwaukee with the transcribed public service series, *Lest We Forget*, issued by the Institute for Democratic Education, that the station is building a half-hour program around each transcription. Because the series presents dramatized problems affecting relationships between races and creeds so effectively, WTMJ has organized a "WTMJ Advisory Board on Democratic Education" to give active Milwaukee participation in the series.

The Board consists of representatives of the Milwaukee Jewish Council, Wisconsin Conference of Christians and Jews, Urban League, Wisconsin Federation of Women's Clubs, Milwaukee Court and Civic Conference, Milwaukee County Council of Churches and Milwaukee Knights of Columbus.

Representatives of these groups meet at the station every two weeks, monitor the records in advance and select Milwaukeeans best fitted to serve on a discussion panel. Board members also actively publicize each program.

From 6 to 6:30 p. m. each Saturday the series is broadcast, with the first 15 minutes devoted to the transcribed program, the second 15 to live spontaneous discussion. The series is creating great interest for its local application.

Forms UST of N. J.

UNITED STATES TELEVISION Mfg. Corp., New York, last week announced the formation of a New Jersey sales and service organization, with a demonstration show room located at 80 West Jersey St., Elizabeth, N. J., where the service organization will operate under the firm name of UST of New Jersey. L. Robert Fisher, former field engineer for Allen B. Du Mont Labs., has been named service manager for the New Jersey area and Perrin Shaw has been appointed New Jersey sales representative for U. S. Television, operating from the New York office. Joel Goodman has been appointed UST sales representative for Westchester County, N. Y.

WINX FM Survey

THERE ARE approximately 14,500 FM sets in the Washington, D. C., area, according to the results of a survey announced last week by the *Washington Post* and its radio outlet, WINX. An area sample was asked, "Do you have a radio set in your home which is capable of receiving FM broadcasts?" In each case where the answer was yes or uncertain, according to WINX, the interviewer personally checked the set. 4.6% of the families interviewed had FM sets. Until this poll was conducted, said WINX, the accepted number of sets for the area was 8,500.

GROUND-TURNING ceremony to end all ground-breaking festivities took place as work got under way on WRWR, which expects to begin fulltime operation in Albany, N. Y., about Dec. 1 with 10 kw on 850 kc [BROADCASTING, July 28]. Principals are Art Schoenfuss (l) station's chief engineer, and Stephen R. Rintoul, former owner of WSRR Stamford, Conn., who is president and general manager of WRWR. Pile represents a half hour's work, Mr. Rintoul reports.

KSEI Now Using 5 kw

KSEI Pocatello, Ida., which has been operating with 250 w night and 1 kw day on 930 kc, took the air Friday (August 15) with its new power of 5 kw fulltime. On the same date, KSEI-FM began operations with 1.8 kw on 96.5 mc (channel 243). Station estimates its new AM power will add 50% to the daytime audience and 60% to nighttime. Station's new installation includes a fire-resistant building of brick, concrete and steel, located six miles north of Pocatello. Henry H. Fletcher is general manager.

Canadian Changes

CHEX Petersborough, and CKWS Kingston, have changed corporate name from Allied Broadcasting Corp., to The Brooklands Co., Ltd., according to word from the Radio Branch, Department of Transport, Ottawa. CKPG Prince George, B. C., also has changed name of licensee from Frank H. Elphicke, manager of CKWX Vancouver, to Radio Station CKPG Ltd. CHWK Chilliwack, B. C., has increased power from 100 watts to 250 watts. CHEF Granby, Que., has moved from 1200 kc to 1450 kc.

Writers on Ford Theatre Get Performance Rights

FORD THEATRE, heard Sundays on NBC, sponsored by Ford Motor Co., through Kenyon & Eckhardt, New York, will give the radio authors of the hour-long show performance rights to their original shows.

The agency has revealed that it will pay writers $2,000 for an original script and $1,000 for second performance rights, allowing the author to retain other performance rights of the script. Adaptations of movies and books, however, will pay freelance writers up to $1,000.

KISS Schedule

KISS, San Antonio FM outlet, plans to extend its operating schedule from 9 to 13 hours daily when it moves into its new studios and offices now under construction, the station management has announced. Present schedule is 8-11 a.m., 1-4 p. m. and 6-9 p. m. Mon.-Fri., and 6-9 p. m., Sun. Operating hours under proposed schedule will be 8 a. m.-9 p. m. Mon.-Sat., and 7 a. m.-9 p. m., Sun.

Transmitter Hearing

IN A RELATIVELY rare move FCC last Thursday set for hearing an AM permittee's application for modification of construction permit specifying a transmitter location. Permittee is Samuel R. Sague Cleveland Hts., Ohio, for 250-w use of 1490 kc granted earlier in a competitive proceeding involving four applications for the frequency [BROADCASTING, Jan. 13]. FCC officials noted that the grant was conditioned upon selection of a transmitter site complying with Commission standards and said the condition has not yet been satisfied. Call letters WSRS have been assigned for the Cleveland Height operation.

MBS is negotiating with Jack Rourke Productions, Hollywood, relative to "Mr. Blanc Show." Network is studying possibility of budget available with view to airing it as sustainer with possibility of sale either as transcontinental program or as cooperative.

Don't just advertise—SELL with

WREN TOPEKA

Full coverage of 400,000 listeners in Topeka's 21-county Kansas trade area! *Soon*—5,000 watts night-time too!

FARM EDITORS of Texas and Oklahoma get together for quarterly meeting at WBAP Fort Worth to exchange ideas and discuss some of their problems. Guest speakers, Earl Hardy, (standing, far l), regional chief, U. S. Weather Bureau, Fort Worth, and Meno Schoenbach (seated, far r), regional information chief, Production and Marketing Administration, Dallas, are shown with group. Standing (l to r): Mr. Hardy; Marshall Smith, KVOO; Roy P. Rogers, KABC San Antonio; Marvin Broyles, KCOR San Antonio; Carter McGregor, KWFT Wichita Falls; Edd Lemons, WKY Oklahoma City; Jack Creel, KFYO Lubbock; Layne Beaty, WBAP; Claire Banister, associate Texas extension radio editor; Leo Reynolds, KRBC Abilene, and Frank Buckley, of PMA commodity market reporting service. Seated (l to r): D. A. Adam, Texas extension radio editor; Sam Schneider, KVOO Tulsa; Mrs. Bill Shomette; Bill Shomette, WOAI San Antonio; George Roesner, KTRH Houston; Mrs. Jack Creel, KFYO Lubbock, and Mr. Schoenbach.

HELICOPTER USED
Unique Method of Measuring Field Intensity Adopted

AIRBORNE Instruments Laboratory Inc., which recently expanded its services to provide broadcast measurements, is using an unusual method to obtain field intensity data pertinent to North Jersey Broadcasting Co.'s (WPAT Paterson) request for nighttime privileges on its present channel.

Such measurements previously have been taken by making a series of flights through the field of radiation and recording field intensity at points fixed by reference to the ground and the altimeter. This method, according to Hector R. Skifter, president of Airborne, was not only time-consuming but inaccurate as well.

The Airborne method consists of mounting an RCA 308-B field intensity meter in the second seat of a Bell two-place helicopter and making one vertical flight from 0 to 5,800 ft. elevation. Thus, according to Mr. Skifter, the data needed is collected with ease and accuracy. And since the pilot notes and records the reading on the field intensity meter every 200 feet, no equipment is needed.

To Service Video Sets

EMERSON RADIO and Phonograph Corp., New York, announced last week a $60 installation and service policy for Emerson Home Television receivers has been put into effect by the company with the formation of the Emerson Television Service Corp. Dorman D. Israel, vice president in charge of engineering and production of Emerson, said the new organization is designed to service for one year Emerson television receivers direct from the factory until the trade can arrange to set up its own service units.

Drops Daytime Show

THE CARNATION Co., Milwaukee, will drop sponsorship of its daytime serial *Lone Journey*, 2:30-2:45 p.m. five times weekly on CBS effective Sept. 26 it was revealed last week. Program has been sponsored by Carnation for the past year and a half. Future daytime radio plans for the advertiser have not yet been announced. Carnation will continue to sponsor its evening program *The Carnation Contented Hour* Monday nights on NBC. Erwin, Wasey & Co., New York, is the agency for the Carnation Co.

They Say...

UNESCO is failing to accomplish what it potentially can in the cause of world peace . . . UNESCO must consult experts in the radio field, not "pretenders;" there is a need to experiment and to collect a fund of material about educational radio; radio must participate actively with the United Nations.

Rex S. Lambert, supervisor of educational broadcasts for CBC, at U. of Wisconsin Public Service Radio Institute.

* * *

"IN A RECENT motion picture, the hero talks at length about taking radio out of the hands of the advertiser and 'giving it back to the people,' presumably by some sort of Government control. This is dangerous and false reasoning. It is prevalent . . . among many uninformed people, (and) even among some supposedly informed members of Government agencies . . . The fact is that the American system of broadcasting . . . is by its very nature more in the hands of the people than any other system so far devised . . . It inevitably seeks to give the people, ... what the people want"

Editorial in Worcester, (Mass.) *Evening Gazette, Aug. 1.*

* * *

"SECRETARY MARSHALL'S argument for the ('Voice of America') program has been simple and direct. We are being lied about all over the world today. Our motives are distorted, our aims are misrepresented. We need some official 'voice' to counteract the effect of the lies . . . The very day that the Senate was burying the Mundt bill, Russia was broadcasting to the world that the United States had started the Indonesian war . . . We should authorize by statute what we plan to do, and stop trying to delude ourselves into a belief that what we plan to do is not propaganda."

From editorial in The Evening Star, *Washington, D. C.*

The world's most honored music reaches you on Longines'

spot radio program

Offices in Chicago
New York • Detroit
St. Louis • Los Angeles
San Francisco

ASK YOUR JOHN BLAIR MAN

JOHN BLAIR & COMPANY
REPRESENTING LEADING RADIO STATIONS

THE QUALITY STATION

WDUN

GREEN BAY, WIS.
BEN LAIRD, PRES.
DAY and NIGHT
COMPLETE METROPOLITAN COVERAGE
WRITE TO
NATIONAL REPRESENTATIVE
TAYLOR-HOWE-SNOWDEN
Radio Sales

When It's BMI It's Yours
Another BMI "Pin Up" Hit—Published by Pemora Music

The Story of Sorrento

On Transcriptions: LANG-WORTH—Lenny Herman Quintette.

On Records: Buddy Clark-Xavier Cugat—Columbia 37507; Bobby Doyle—Signature 15079.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y

'Blue-Booked' WTOL

(*Continued from page 18*)

gross broadcast revenues (less agency discounts), it was reported, grew from $125,788 in 1942 to $377,894 in 1945, while net profits (before taxes) increased from $4,828 to $122,075. Mr. Shawd's income during the same period increased from $8,910 to $32,428, FCC declared.

The decision pointed out that on Dec. 1, 1946, Mr. Bretherton became director of operations and four new departments were created, including the sales department with Mr. Shawd as its head. Now, the Commission said, "all commercial contracts are submitted by the sales manager to the program director for approval in regard to the nature and quality of the proposed program or announcement and to the effect on overall program balance."

FCC quoted station officials as saying they had "over-commercialized" in past years but that such practices were "a variance from the 'unwritten principles'" which WTOL had intended to follow. The "variance" was attributed by WTOL officials to President Reams' frequent absence from the city while serving in public office, the absence of some of the other stockholders on war or war-related services, the loss of experienced personnel to the armed forces and the incentive-pay contract under which the general manager worked at the station.

Cited in 1946

The Toledo station was one of six set down for hearing on program grounds in September 1946 [BROADCASTING, Sept. 23, 1946]. These, with WBAL's renewal application designated on similar grounds in February 1946, formed the original seven so-called "Blue Book hearing cases." WTOL's was the first to be decided after hearing. In the case of the three others which have since been granted, the Commission reconsidered and authorized renewal without hearing. These were the applications of KBIX Muskogee, Okla.; KGFJ Los Angeles, and WIBG Philadelphia, Pa.

WTOL's renewal application was filed Nov. 20, 1944, and the hearing was held before Comr. Walker on Jan. 10, 1947. The station has been operating on temporary extensions since Feb. 1, 1946. It is on 1230 kc with 250 w, but is seeking 980 kc with 5 kw.

WHBQ We Help like Bottled Quebracho*

MEMPHIS

*Quebracho. A tree whose bark is used as a tonic.—Sez Webster.

If you're tired of the usual ("thanks for the order" — and that's all) type of service—WHBQ's "know how" in promotion and selling acts as a tonic.

W. H. BEECUE

● WHBQ Broadcasts More Commercial Programs each week sponsored by Memphis Advertisers than any other station. —Memphis advertisers know Memphis media. Buy where they buy.

Represented by RAMBEAU

New York • Chicago • Hollywood

WMT MARKS 25TH YEAR WITH SPECIAL REVUE

ANNIVERSARY of its twenty-fifth year on the air was celebrated last week by WMT, 5-kw CBS affiliate in Cedar Rapids, Iowa.

Highlighting the celebration was an anniversary revue last Tuesday before a packed grandstand of some 10,000 persons attending the All-Iowa Fair in Cedar Rapids. Feature attractions included the "Harmonicats," Gloria Van from CBS Chicago, the recently crowned "Miss Iowa," several aerial and acrobatic acts, and performances by WMT stars.

At the conclusion of the two-hour production, the station presented a colorful fireworks anniversary salute.

SESAC Adds Six Clients Bringing Total to 175

SESAC, New York, has announced the addition to its list of six more publishing firms, Call-Mar Publishers Inc., Chicago; John Daniel, music publisher, Nashville, Tenn.; Harper & Bros., New York; The Northwestern Press, Minneapolis; Oak Ridge Quartet Music Co., Nashville, Tenn., and Treasure Chest Publications Inc., New York.

With the addition of the above publishing firms, SESAC now licenses a total of 175 publishing firms and controls 125,000 copyrights. SESAC reported that 98½% of all commercial AM stations are SESAC clients.

BLIND INTERVIEWED
WTOP Listeners Are Told How U. S. Aids Sightless

STORY of how the Randolph-Sheppard Act had been of assistance to blind men and women was told on the *D. C. Dateline* program of WTOP Washington Aug. 10, 9:15-9:30 p. m., by Carl Allensworth, president of D. C. Assn. of Workers for the Blind, and Mrs. De-Vere King, former operator of a vending stand.

Mr. Allensworth and Mrs. King were interviewed by Mrs. Hazel Kenyon Markel, WTOP's director of community service, and Former Representative Jennings Randolph, co-sponsor of the act. Mr. Randolph, a member of Congress for 14 years until 1947, is assistant to the president of Capital Airlines.

Randolph-Sheppard Act is credited with helping a great many blind persons to become self-supporting. One of the most important of its provisions is the training and setting up in business of blind men and women who are licensed to operate stands in U. S. government buildings.

Mr. Allensworth and Mrs. King pointed out on the WTOP broadcast that the income of the blind vending stand operators averages around $1,800 a year and that some operators make considerably more than that.

* * *

Feeling their braille scripts, Mr. Allensworth and Mrs. King (center) are interviewed by Former Representative Randolph (l) and Mrs. Markel (r), WTOP's director of community service.

ATLASS IS IMPROVED AFTER HEART ATTACK

CONDITION of H. Leslie Atlass, vice president of CBS Western Division who was stricken with a heart attack on his yacht 25 miles off shore on Lake Michigan last Tuesday, was reported as "favorable" last weekend.

Walter Johnson, skipper of the yacht, saw the 52-year-old radio executive slump to the deck and ordered crew members to put him to bed, meanwhile using the radiophone to call Mr. Atlass' personal physician, who issued orders for emergency treatment, then promptly notified the fire and police departments.

An emergency tug with inhalator squad, met the yacht a few miles off shore and brought the inhalator to Mr. Atlass' bedside. An ambulance at the harbor then took him to a hospital where he was placed under an oxygen tent. Mr. Atlass had a previous heart attack last year while participating in a horse show at the Coliseum in Chicago.

Dawson Joins NAB Staff

JAMES DAWSON, news editor and director of public interest programs at WFBC Greenville, S. C. joins the NAB headquarters staff in Washington Sept. 2 as assistant to Charles A. Batson, Director of Information. He replaces Ben Miller, who was transferred to the Program Dept. as assistant to Harold Fair, department head. Mr. Dawson had served four years in the Navy. Before the war he operated Dawson Inc., agency in Greenville. He is a graduate of U. of North Carolina and did graduate work in law at Georgetown U.

Free Video Theatre

AN OUTDOOR television theatre open to the public free of charge has been completed in Linden, N. J. Work on the video theatre was done by the Home Woodcraft Co. of Linden. L. R. Fisher, a television engineer associated with U. S. Television Mfg. Corp., supervised the installation. In addition to the outdoor theatre, an indoor miniature theatre also has been opened.

Leadership IN READERSHIP

Proved by 20 Reader Preference Surveys of the General Advertising Press

Advertising Age

The National Newspaper of Marketing
100 E. Ohio St., Chicago 11, Ill.

NAB Study Spikes 'Commercial' Barbs

Sustainers Found Far Above FCC Minimum

PROGRAMMING of NAB member stations consists of 66% commercial and 34% sustaining time, according to a study conducted by the association [CLOSED CIRCUIT, Aug. 11]. Findings (see adjoining table) indicate that the stations are well inside the 80-20 rule-of-thumb ratio observed under the FCC's Blue Book procedure.

The study, which marked the beginning of a continuing analysis designed to give a picture of station programming, was conducted under direction of Dr. Kenneth H. Baker, NAB Director of Research. It was based on station logs for the Nov. 21-27, 1946 week.

A new study already is under way, based on a week in February 1947, with similar analyses to be made on a semi-annual schedule. Tabulations thus far completed bring out important indications of the industry's programming habits.

Shown, for example, is an even distribution of sustaining programs throughout the day. The FCC Blue Book had stated that the proportion of sustaining time was lowest during the evening. Actually there is more sustaining time from 6 p.m. to signoff than during any other period of the day, the analysis reveals.

Disparity in Definitions

Blue Book findings are not directly comparable with the NAB figures, however, because of disparity in definitions.

The NAB definition of sustaining programs, as used in the survey, follows: "Any uninterrupted segment of the station's time which is five minutes or more in length and from which the station derives no income."

The Blue Book (as revised) defines sustaining and commercial programs jointly as follows: "A sustaining program is any program which is neither paid for by a sponsor nor interrupted by a spot announcement. A commercial program is any program the time for which is paid for by a sponsor or any program which is interrupted by a spot announcement at intervals of less than 14½ minutes."

NAB's survey, following industry practice, breaks down the week into two segments, Mon.-Fri. and Sat.-Sun. It discloses that large stations (7.5-50 kw) devote more time (36%) to sustaining programs than the average figure for the entire industry (34%). Small stations (250 w or less) devote 37% to sustaining programs and medium stations (500 w to 5 kw) 30%.

In explaining operation of the survey, Dr. Baker said: "The statistical subuniverse for this study is considered to be the commercial AM broadcasting stations in the continental limits of the United States which were members of the NAB on Nov. 1, 1946. No territorial stations are included, no noncommercial stations and, of course, no CP's. This subuniverse consists of 861 operating stations (84% of 1025) which were members of the association.

Selection of Sample

"The selection of the sample for this study was by a randomized procedure so that the results of the analysis would be projectable to the membership. Although the actual selection of the stations was determined by the use of tables of random numbers, definite controls were established to produce representativeness in the following variables:

1. Size of station—(a) large stations (7.5 kw-50 kw); (b) medium stations (500 w-5 kw); (c) small stations (250 w or less).
2. Size of city—(a) large cities (more than 250,000)*; (b) medium cities (50,000 to 250,000)*; (c) small cities (less than 50,000). *For cities larger than 50,000, population of metropolitan districts is used.
3. Geographic distribution—(a) New England, (b) Middle Atlantic, (c) East North Central, (d) West North Central, (e) South Atlantic, (f) East South Central, (g) West South Central, (h) Mountain, (i) Pacific.
4. Network affiliation — (a) Stations are considered either as "affiliated" or "non-affiliated" with one of the national networks. No attention was given to affiliation with regional networks.
5. Part-time and unlimited operation —(a) As specified by the FCC.

85 Furnished Data

"One hundred stations were selected at random according to the above controls. Of this number, 85 returned usable data. Of the 15 stations not responding, 12 were small stations; two were medium stations; and one was a large station. Power was the only variable in which the non-respondents distinguished themselves. There was no distinction between respondents and non-respondents in the other four control variables.

"The week of Nov. 21-27, 1946 was selected for analysis simply on the basis of the fact that it occurred in the middle of the final quarter of 1946. It was purposely moved ahead of Thanksgiving in order to avoid that holiday and the atypical seasonal activity between Thanksgiving and Christmas.

"Each station in the sample was asked to submit the logs for three days of the test week. The three days' logs requested in each case were determined in advance by a randomized procedure. No advance notice was given either as to which stations were to be included nor the particular days to be used in each case. The randomization was designed to produce 43 logs for each day of the test week except Wednesday. Non-respondents reduced the logs actually received to the numbers shown in the following table:

Sample Characteristics

	NAB Membership Nov. 1, 1946	Sample
Large Stations (7.5 kw-50 kw)	10%	12%
Medium Stations (500 w-5 kw)	38%	41%
Small Stations (250 w or less)	52%	47%

Distribution of logs by day of the week—Mon., 34; Tues., 37; Wed., 38; Thurs., 35; Fri., 36; Sat., 36; Sun., 37; total, 253.

"In projecting the findings of this analysis to the NAB membership, the reader must take note of the effect of non-respondents upon these projections. For the most part, any conclusions which could be affected by station power must be made with reservation or qualifications. In addition, no significance should be attached to differences of less than five points between percentages. The size of the sample was such that these differences could easily be caused by chance variations."

MBS WILL PRESENT "Information Please" beginning Sept. 26 as a weekly cooperative feature, Fridays, 9:30-10 p.m. Clifton Fadiman again will be the moderator.

PERCENT OF BROADCAST TIME DEVOTED TO SUSTAINING PROGRAMS

RESULTS of NAB's membership survey of station logs (see adjoining story) follow, by size of station, with total time on the air equal to 100%:

	Monday thru Friday	Saturday and Sunday	Total	
LARGE STATIONS				
Sign-on to noon	23%	68%	33%	
Noon to 6 p.m.	29%	33%	30%	36%
6 p.m. to sign-off*	40%	27%	36%	
MEDIUM STATIONS				
Sign-on to noon	29%	49%	34%	
Noon to 6 p.m.	27%	20%	25%	30%
6 p.m. to sign-off*	35%	27%	33%	
SMALL STATIONS				
Sign-on to noon	38%	44%	40%	
Noon to 6 p.m.	37%	31%	35%	37%
6 p.m. to sign-off*	40%	43%	41%	
TOTAL				
Sign-on to noon	32%	48%	36%	
Noon to 6 p.m.	31%	27%	30%	34%
6 p.m. to sign-off*	37%	35%	37%	

* "Sign-off" time is taken as 1:30 a. m. for stations broadcasting all night.

According to C. E. Hooper, WCPO now has more listeners in Cincinnati than any other station.

WCPO will publish the figures in a large ad next week.

. . . if you can't wait, ask a Branham Man.

FOR SALE

250 Watt Network Outlet

Only station in an excellent medium-sized east south central city. Coverage in excess of 250,000.

This full-time station is splendidly equipped, dominates its local market and is steadily increasing its national business. Sound reason for selling. Qualified purchasers can acquire this fine station for approximately four times earnings. Price—$150,000. Write

BLACKBURN-HAMILTON CO.

Radio Station Brokers

WASHINGTON, D. C.
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National 7405

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Ray V. Hamilton
235 Montgomery St.
Exbrook 5672

At Deadline ...

CLEAR-CHANNEL HEARINGS DEFERRED TO OCT. 14

RESUMPTION of clear-channel hearings postponed again Friday, from Sept. 29 to Oct. 14. Delay ordered by FCC with consent of both Clear Channel Broadcasting Service and Regional Broadcasters Committee, principal adversaries in sessions to decide fate of clears and their bid for power above 50 kw.

Postponement designed to avoid conflict with oral arguments and other FCC engagements which need presence of full Commission. Another factor: Three Commissioners attending International Telecommunications Conferences would be hard pushed to meet Sept. 29 date, since ITC doesn't wind up till Sept. 28.

New date meets original request of clear channel group, which sought delay to Oct. 1 and preferably Oct. 15 to give CCBS Chief Counsel Louis G. Caldwell additional time to recuperate from recent illness. Last session was Aug. 5, 1946. Resumption, originally set for June 2, postponed four times: to July 7, Sept. 17, Sept. 29, and now Oct. 14.

KENT COOPER TO ADDRESS NBC AFFILIATES CONVENTION

FOUR top-rank business leaders including Kent Cooper, executive director of Associated Press, are included in list of speakers at two-day meeting of NBC affiliates at Claridge Hotel, Atlantic City, Sept. 12-13. Meeting will be addressed by Sigurd S. Larmon, president of Young & Rubicam; Neil McElroy, vice president and general manager of Procter & Gamble Co.; Charles G. Mortimer, vice president of General Foods; Brig. Gen. David Sarnoff, chairman of board and president of RCA.

Niles Trammell, president of NBC, will preside. Frank Mullen, executive vice president, will speak on television operations, and Ken R. Dyke, administrative vice president, will discuss program standards and practices. Mr. Dyke is member of the NAB Special Standards of Practice Committee.

Paul W. Morency, vice president and general manager of WTIC Hartford and chairman of NBC Stations Planning & Advisory Committee, will speak.

ABC CITES GROWTH

ABC claims more than doubled coverage in top 200 markets of U. S. during five years it has been independent corporation. John H. Norton Jr., ABC vice president in charge of stations, said, "ABC is concentrating on people. ABC is not concerned with number of stations or power, as such, but rather with our coverage of and service to important markets of United States which account for more than half of population and more than two-thirds of retail sales."

PROJECTED VIDEO SHOWS

LARGE-SCREEN video projection set with 300% increase in brilliance over earlier models demonstrated Friday by U. S. Television Mfg. Corp. Utilizing refractive optical projection system developed by Antony Wright, UST chief engineer, images showed increased contrast as well as brightness, looked clear under normal lighting, faded little under direct light on screen. Set, priced at $1,995, has screen 19 x 25 inches.

WIDE ACCEPTANCE FOUND FOR OPEN-END DISC SHOWS

WIDE acceptance of transcribed, open-end shows by local stations and strong dependence upon them for good part of their programming, indicated in nationwide survey conducted by NBC Radio-Recording Division, New York. Questionnaires sent to station and commercial managers of 1,015 stations disclosed market for approximately 7,200 full-year series of transcribed programs.

Musical programs led in preference, 31%, followed by dramatic shows 27%, variety 22%, juvenile 20%. Seventy-four per cent of stations indicated they could pay from $1 to $5 per program for quarter-hour shows. Market exists for five-minute programs according to 60% of stations.

TBA TO STUDY FCC PLAN

TELEVISION BROADCASTERS Assn. officials Friday said board would meet "promptly" to consider FCC proposal to eliminate Television Channel 1 (story page 13). TBA President J. R. Poppele, Bamberger vice president in charge of engineering, said: "Obviously any reduction in the number of television channels will work a hardship on the proper distribution of facilities in the future. TBA is seriously concerned over any limitations that would produce a large number of one-station cities, fostering video monopolies which are not likely to provide as high quality program service as the public would receive under the sort of competitive situation which is normal for AM broadcasting."

KRAFT TALENT SET

TALENT LINEUP topped by Al Jolson completed for *Kraft Music Hall*, starting Oct. 2 on 144 NBC stations, Thurs. 9-9:30 p.m. (EST), for Kraft Foods Co. Jolson's featured support is Oscar Levant. Vocalist Milena Miller re-signed. Lou Bring is music director with Ken Carpenter assigned announcer. Writers are Mannie Manhein and Charles Isaacs. Ezra McIntosh of J. Walter Thompson Co., New York, Kraft agency, switches to Hollywood as producer. Norman Blackburn, agency vice president, to act as executive superviser. Bing Crosby, committed to two guest spots, expected on opener.

PARAMOUNT EXTENSION

FURTHER 60-day extension granted Paramount Pictures Inc. Friday by FCC to prepare and submit detailed plan with respect to holdings in Allen B. DuMont Labs. Inc. and effect of such holdings on pending video applications of Interstate Circuits Inc., Dallas; New England Theatres Inc., Boston, and United Detroit Theatres Corp., Detroit. Paramount through holdings now has TV limit of five outlets according to FCC.

WMAL TO USE ZOOMAR

WMAL Washington buying Zoomar lens to televise football games this autumn. Kenneth H. Berkeley, WMAL manager, said Friday TV station will take air in late September.

Closed Circuit

(*Continued from page 4*)

industry problem. High-speed facsimile may be shown in number of convention hotels. FM folk working on big treat but won't give out any hints until plans start to jell. Several low-priced FM tuners and table receivers to be unveiled at FMA session. Don't expect either FMA or NAB to come up with Petrillo as speaker.

PARTNERSHIP of O'Niel, Larson & McMahon, Chicago advertising agency, planning reorganization with formal announcement expected this week.

WORLD COMMUNICATIONS will be investigated by four or six-man Senate group chairmanned by Senator Albert W. Hawkes (R-N.J.). Trip to start about Nov. 1 with other members tentatively listed as: E. H. Moore (R-Okla..); Edwin C. Johnson, (D-Colo.), and Tom Stewart (D-Tenn.). Senator Hawkes showing increasing interest in communications and radio and has put part of his staff to work analyzing White bill testimony.

REPORTS again current that *American Forum of Air* (MBS), oldest forum feature, may go commercial after nearly 20 years as sustainer (it began on WOR before Mutual's birth). Theodore Granik, moderator and Washington attorney, understood negotiating with four prospective sponsors, including one radio manufacturer. Cooperative sponsorship also considered. Granik may contribute proceeds to responsible charity.

STRONG pitch made by Chairman Charles R. Denny at White House last Monday for appointment of ex-commissioner Ray C. Wakefield to another federal post. Denny reportedly complained about deal given Wakefield when his renomination summarily was withdrawn last May to make way for appointment of Rep. Robert F. Jones of Ohio.

STANLEY P. RICHARDSON, assistant to NBC Vice President Bill Brooks, in charge of news, special events and international relations, on leave to assist Byron Price, Deputy Secretary General of United Nations, in study of United Nations international radio requirements, to be incorporated in report to general assembly expected mid-September. Mr. Richardson, formerly in charge of NBC's London bureau and before that executive assistant to Mr. Price when he was Washington Director of Censorship, is an expert on international broadcasting by virtue of his prewar status as coordinator of international broadcasting for private licensees.

ASKS FCC DAYTIME POLICY

FCC BEING ASKED to say whether it has abandoned Engineering Standards' present limitation on permissible daytime interference. Lee-Smith Broadcasting Co., AM permittee for Faribault, Minn., said power increase granted to KFNF Shenandoah, Ia., would cause objectionable interference to 22.3% of population in Faribault station's "actual primary service area," whereas FCC Standards put limit at "approximately 10%." Grants to KFNF (to increase daytime power on 920 kc from 1 to 5 kw with 500 w night) and to Lee-Smith (920 kc 1 kw fulltime) were issued July 31 [BROADCASTING, Aug. 4]. Lee-Smith asked FCC to require KFNF to protect Faribault operation "in accordance with the Standards." Eliot C. Lovett, Washington attorney, filed Lee-Smith petition.

NEWS . . .

For news as it happens from where it happens, broadcasting has no equal. It has won its way into the public's ear as being conclusive and dependable. KMBC employs a full-time staff of four newsmen who present ten daily news broadcasts. Each man is thoroughly qualified, both in experience and in educational training—as well as voice. Four teletypes bring the wire services of both the Associated and United Press into the KMBC news room. In serving the Heart of America, KMBC's news broadcasts are, in every case, specially written and edited for its audience, both urban and rural.

—KMBC *of Kansas City*

Free & Peters, Inc.